

प्रसार भारती / PRASAR BHARATI
भारतीय लोक सेवा प्रसारक / INDIA'S PUBLIC SERVICE BROADCASTER
दूरदर्शन केंद्र, हैदराबाद / DOORDARSHAN KENDRA, HYDERABAD

EXPRESSION OF INTEREST (EOI)



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

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

Dated: 29.06.2026

(Handwritten signature)
29.6.2026

INVITAION FOR EXPRESSION OF INTEREST

1. Doordarshan Hyderabad invites Expression of Interest (EOI) from interested parties for the supply, installation, testing, commissioning (SITC), operation and maintenance of advertising LED Boards/Unipoles.
2. This EOI is being issued solely for the purpose of space hiring to install ID display boards.
3. Interested parties who meet the criteria as stated in this EOI may furnish their Expression of Interest with necessary documents on the prescribed e-mail ID in xxx@ prasarbharati.gov.in along with a covering letter duly signed by an authorized signatory on or before 15.07.2026.
4. The purpose of this EOI document is to provide interested parties with relevant information to fill their responses. Applicants are advised to carefully review the document before submission.
5. In exceptional circumstances and its sole discretion, Doordarshan Hyderabad may extend the dead line for submission of responses by issuing an amendment, which will be made available on website: [https:// prasarbharati.gov.in/tenders](https://prasarbharati.gov.in/tenders)
6. No processing fee is applicable for submission of responses to this EOI.
7. Further details are given below.

Name of work:	Expression of Interest (EOI) For the SITC of LED/UniPole
Service Category	Advertisement board installation
Nature of EOI	Space leasing for the advertisement board installation
Submission	The agencies may submit responses vide Email id: bkishorekumar@prasarbharati.gov.in
Proposed locations	Specified Places of Doordarshan Hyderabad
EOI Publishing Date	29.06.2026
Document Download Start	29.06.2026
E-mail for Query Submission	EOI queries should be emailed to bkishorekumar@prasarbharati.gov.in up to 03.07.2026 till 15:00 hours
EOI Query Meeting	09.07.2026 at 16:00 hours
EOI Submission End Date	15.07.2026 till 15:00 hours
Opening of Documents	15.07.2026 at 15:30 hours
Pre-Bid Query Submission Period	EOI queries received later than the date and time as mentioned above shall not be entertained.
Validity of Offer	The response shall remain valid for at least 6 months from the last date of submission.
Contact Person	Shri B.Kishore Kumar (AE) Page 2 of 14 Mobile No. +91 9440425741

A. Kishore Kumar
29.6.2026

1. Introduction

PrasarBharati, Doordarshan Kendra Hyderabad invites Expressions of Interest (EOI) from reputed agencies for development, installation, operation and maintenance of Digital LED Unipole Advertisement Structures at identified sites of Doordarshan Kendra Hyderabad under a Public-Private Partnership (PPP) model.

The selected agency shall invest, construct, operate, maintain and commercially utilize the Digital LED Unipoles while sharing revenue with Prasar Bharati as per mutually agreed terms.

2. Objective

The objective is to:

- Monetize available Prasar Bharati land assets. .
- Improve urban outdoor media infrastructure.
- Promote Government campaigns through digital displays.
- Develop aesthetically designed digital advertising infrastructure.


3. Scope of Work

The selected agency shall:

1. Conduct site survey and feasibility assessment,
2. Prepare structural design.
3. Obtain statutory permissions from GHMC or equivalent authorities
4. Fabricate and install Digital LED Unipole.
5. Provide electrical infrastructure.
6. Install required controllers and communication systems.
7. Operate advertisement content.
8. Maintain equipment throughout contract period.
9. Ensure structural safety.
10. Obtain insurance.
11. Share the agreed annual revenue with Prasar Bharati and provide 33% of the total display time in all time bands, free of cost, for Prasar Bharati and Government advertisements.

Detailed Scope of Work

1. The SITC of unipole hoardings at the given location along with the operation and maintenance of said unipole.

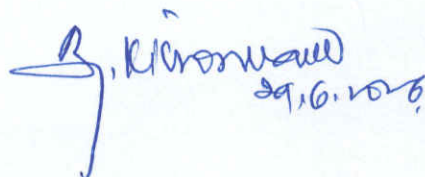

29/6/2026

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 PrasarBharati 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 PrasarBharati 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

The selected agency shall:

- Invest 100% project cost.
- Bear all installation expenses.
- Bear electricity charges.
- Obtain all statutory approvals.


29.6.2016

- Operate and maintain the asset.

The agency shall provide:

- 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

- a. Location-1** :Doordarshan Geo Diversity Disaster Recovery Centre (DRC) : Address: Akashvani LPT Complex, Chintalkunta, L.B. Nagar, Hyderabad.

Advantages

- Adjacent to Hyderabad-Vijayawada National Highway (NH-65)
- Heavy commuter traffic
- Visibility from both carriageways
- Large government campus
- Suitable for high-impact digital advertising

Proposed: One Digital LED Unipole (or more based on feasibility study)

- b. Location-2:** Doordarshan Relay Centre, Near Musarambagh Metro Station, Malakpet, Hyderabad

Advantages


- Dense urban traffic
- Excellent commercial visibility
- Metro connectivity
- Residential and commercial catchment

Proposed: One Digital LED Unipole

6. Technical Specifications

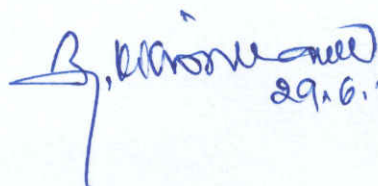
The Digital LED Unipole shall generally conform to the following table. The agency may provide the technical specifications, if any change

Sr no	Technical parameters	Specification
a.	LED Make	M8 Outdoor SMD 2727 Series (GKGD)/Unilumin/Qiangly
b.	Pixel pitch (mm)	8
c.	Pixel density (dots/ m ²)	15625


29.6.2016

d.	Pixel Composition	1R1G1B
e.	LED package	SMD2727
f.	Module Pixel Density	40*20
g.	Module size (mm)	320*160
h.	Module Weight(g)	524.8±2
i.	Viewing Distance (m)	≥8m
j.	Refresh rate (Hz)	1920
k.	Module Max. current(A)	6.6
l.	Module Max. Power(W)	33
m.	Viewing Angle (degree)	H≥120°V≥120°
n.	Max. Power(W/ m ²)	645
o.	Avg. Power (W/ m ²)	322.5
p.	Brightness (cd/ m ²)	≥4500
q.	Scan Mode	1/5 scan, constant current
r.	Working voltage (V)	5
s.	Service Life (h)	≥100000

	LED Full Color Display	DH80/GKGD/Unilumin/Qiangly
Module Parameter	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


29.6.2026

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

7. Eligibility Criteria

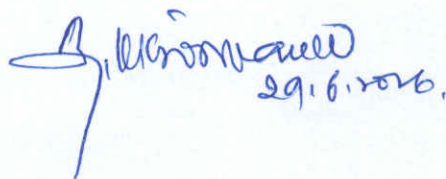
Interested agencies should possess:

- Experience in Digital Outdoor Advertising or outdoor media projects
- GST Registration.
- PAN.
- Positive Net Worth.
- Financial capability or Adequate financial resources,
- 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.


29.6.2016.

9. Submission of Documents

a. Preparation of EOI

The interested organizations (“Respondents”) are requested to provide all relevant information sought under this EOI. Responses received within the stipulated time and in the prescribed format will be considered for the purpose of assessment. The response should be neatly prepared and duly signed by an authorized signatory. All pages should be properly numbered, and any corrections or amendments should be initialed by the authorized signatory.

- Respondents are advised to take into account any corrigendum/ addendum published on the portal before submitting their responses
- The EOI document should be carefully reviewed to understand the information required to be submitted.
- Respondents should prepare documents in advance as per the EOI requirements.

Documents should preferably be submitted in readable PDF format.

- Under taking for Expression of Interest(Annexure-1)
- Details of Applicant Firm(Annexure-2)
- Experience Certificates for similar works.
- Financial strength of the Applicant Firm(Annexure-3)
- Under taking for Non-Black-Listing/ Non Debarment (Annexure-4)
- Technical Proposal, including conceptual design and technical specifications and Estimated cost of Unipole
- Any other document, to suggest on this matter.
- Any Guidelines of local authorities, if any

b. Submission of EOIs

- Respondents should complete all formalities on the portal well in advance to avoid last-minute delays.
- Documents should be signed and uploaded as per the instructions on the portal.
- The server time of the portal shall be considered final for submission deadlines.


29.6.2026

- Upon successful submission, the portal will generate an acknowledgement with details of submission.


10. Important Notes

- a) EOIs will also be reviewed for compliance with the necessary Instructions, terms and conditions, scope of work, formats etc. as outlined in this document.
- b) Doordarshan/Prasar Bharati reserves the right to physically verify the office or any document provided by the bidder.
- c) All the afore mentioned documents must be signed and stamped before uploading on thee- tender portal.
- d) EOI response must be properly serial numbered and indexed.
- e) Participation in this EOI does not guarantee participation or selection in any future process.
- f) Site inspection is recommended before submission of proposal.

11. Future Process (Indicative):

Based on the inputs received through this EOI, Doordarshan may call a Request for Proposal (RFP) or similar process for specific assignments.

- Participation in this EOI does not guarantee participation or selection in future process.
- Submission of documents under this EOI is only a pre-tender preparatory exercise aimed at assessing the availability and capability of the parties to fulfill requirement.
- This EOI does not constitute a tender, empanelment process, or commitment on the part of Doordarshan to engage any respondent.


29.6.2016

Undertaking for Expression of Interest

To,

The Deputy Director General/Head of the Office
Doordarshan Kendra
Ramanthapur,
Hyderabad-500013

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

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-Debarment Annexure-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

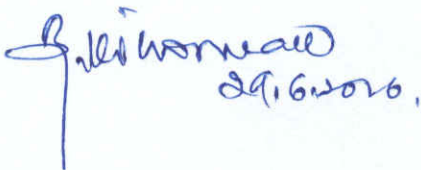
Date:

Place:


B. Lakshminarayana
29.6.2016

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 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.


29.6.2016.

Details of Applicant's Firm

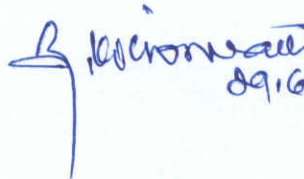
S.N.	Particular	Details Along with the Supporting documents
1	Firms' legal entity & Name	
2	Type of organization (Proprietorship/Partnership/Private Ltd./Public Ltd./Startup/ MSME,etc.)	
3	Country of Incorporation/ Registration	
4	Incorporation Document/ Date of Incorporation/ Registration	
5	PAN Number	
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:


09.06.2020

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:

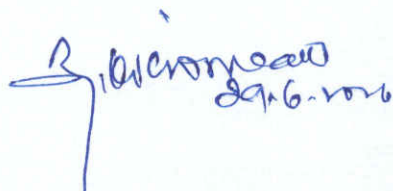
S.N.	Particulars	1st FY (2023-24)	2nd FY (2024-25)	3rd FY (2025-26)	Average Annual Turnover Rs. (In Crores)
		A	B	C	
1	Annual Turnover				(A+B+C)/3

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:


29.6.2026

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:


29.6.2016
बि. किशोर कुमार
B.KISHORE KUMAR
सहायक अभियंता/Assistant Engineer
दूरदर्शन केन्द्र : हैदराबाद
Doordarshan Kendra ; Hyderabad.