

## Expression of Interest for Unipole at Campus of DDK Jaipur

( Response to this EOI only through e-mail to [ddkjaipur@gmail.com](mailto:ddkjaipur@gmail.com) by 20<sup>th</sup> July-2026, along with all required documents pdf copies as attachment)

An **EOI (Expression of Interest) invited from future bidders** for unipole installations under a **PPP (Public-Private Partnership)** model. The shortlisted bidders would be allowed to participate in bid process.

Doordarshan Rajasthan (DDK Jaipur), Prasar Bharati express interest in developing and operating *Unipole Advertisement Structure* at DDK Jaipur Campus Jhalana-Doongri, under a Public-Private Partnership (PPP) model.

The finalized bidder has to Install and operate **Unipole outdoor advertising structures** at DDK Jaipur premises, Invest for fabrication, erection, maintenance, and marketing, Share revenue and 33% of time across all time band with Channel Manager DD-Rajasthan (DDK Jaipur), under a PPP arrangement.

### **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.

### **Compliance & Approvals**

The bidder/partner shall comply with:

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

### **Financial Capability**

The company possesses:

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

### **Scope of Work**

The proposed private partner shall:

- Conduct site survey and feasibility assessment,
- Design, fabricate, and install Unipole structures,
- Obtain approvals from local authorities/municipal bodies,
- Manage advertising operations,
- Ensure structural safety and maintenance,
- Share agreed revenue on yearly basis and 33% airtime in all time band with Channel Manager DD-Rajasthan (DDK Jaipur).



## 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 <sup>2</sup> )	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 <sup>2</sup> )	645
Avg. Power (W/ m <sup>2</sup> )	322.5
Brightness (cd/ m <sup>2</sup> )	≥4500
Scan Mode	1/5 scan, constant current
Working voltage (V)	5
Service Life (h)	≥100000

### Parameter of Outdoor P8 LED Specifications

	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 Parameter	Module Flatness (mm)	≤0.15
	Servicing	Rear
	Back shell	Plastic
	Recommended Cabinet Size	960×960mm, Metal Folding (can be customized according to module)

