

**प्रसार भारती / PRASAR BHARATI**  
**भारत का लोक सेवा प्रसारक / INDIA'S PUBLIC SERVICE BROADCASTER**  
**दूरदर्शन केंद्र / DOORDARSHAN KENDRA**  
**24, अशोक मार्ग, लखनऊ (उ०प्र०) 226 001**  
**24, Ashok Marg, Lucknow (U.P.) 226 001**

## **EXPRESSION OF INTEREST (EOI) & NOTICE INVITING TENDER**

*For Installation, Operation, and Maintenance of Outdoor Unipole & Digital LED Display  
Board Advertisement Structures under Public-Private Partnership (PPP) Model at  
Doordarshan Kendra, Lucknow*

**File No. TV/LKO/7/5-AR-2025-26**

**Dated: 29.06.2026**

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## Section-1

# INVITAION FOR EXPRESSION OF INTEREST

**File No. TV/LKO/7/5-AR-2025-26Dated: 29.06.2026**

1. Doordarshan Lucknow 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 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 25.06.2026.
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 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>
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/Uni Pole
Service Category	advertisement board installation
Nature of EOI	Space leasing for the advertisement board installation
Submission	The agencies may submit responses vide Email id: ashokkumargupta@prasarbharati.gov.in
Place of delivery	Specified Places of Doordarshan Lucknow
EOI Publishing Date	29.06.2026
Document Download Start Date	29.06.2026
E-mail for Query Submission	EOI queries should be emailed to ashokkumargupta.prasarbharati.gov.in in up to 03.07.2026 till 15:00 hours
EOI Query Meeting	09.07.2026 at 16:00 hours
EOI Submission End Date	09.07.2026 till 15:00 hours
Opening of Documents	09.07.2026 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 R.K. Verma (SEA-Marketing) Mobile No. +91 8957860334

## **Section-2**

### **Introduction & Project Concept**

Prasar Bharati, India's Public Service Broadcaster, invites Expression of Interest (EOI) and sealed quotations under a single-stage, two-bid system from competent and interested media agencies for developing, operating, and maintaining premium high-quality outdoor LED Board/unipole advertisement structures at identified prime land sites belonging to Doordarshan Kendra, Lucknow.

The project is structured under a Public-Private Partnership (PPP) model designed to effectively utilize available land assets, maximize commercial revenue, and significantly enhance aesthetic and professional outdoor media standards in Lucknow. The selected private partner will bear 100% of the capital investment, fabrication, statutory approval, and operational expenses, and will share guaranteed annual rental revenues along with a dedicated airtime allocation with Prasar Bharati.

## Section-3

### Comprehensive Scope of Work

The designated private partner/agency shall be comprehensively responsible for the Supply, Installation, Testing, Commissioning (SITC), Operation, and Maintenance of the advertising hoardings. The meticulous breakdown of the scope includes:

- **Site Survey & Fabrication:** Conduct detailed site surveys, feasibility assessments, design structural frameworks, and fabricate/erect stable structures at their own cost. All structures must strictly respect the maximum size threshold of 30x30 sq. feet.
- **Statutory Approvals & Permissions:** Solely obtain all necessary licenses, NOCs, and structural approvals from local municipal authorities or government agencies. The agency must pay all applicable municipal tax fees directly.
- **Electrical Connections:** Secure independent commercial electricity connections in the name of the firm/agency. The agency is exclusively liable to clear all power bills directly with the utility provider. Prasar Bharati holds zero responsibility for utility payment defaults.
- **Compliance with Policies:** Adhere fully to the Advertisement Policy of Prasar Bharati as amended from time to time, as well as any administrative orders, circulars, notifications, and Government Orders (G.O.) issued sequentially.
- **Site Protection & Safety:** Maintain robust electrical and mechanical safety of the LED/Unipole systems to guarantee smooth display operations. Prasar Bharati is explicitly not responsible for theft, vandalism, accidental damage, or political posters overlapping the structures. Asset protection is the primary duty of the allottee.
- **Handover of Assets:** Upon successful completion of the extended lease framework (5 years + optional 5 years' mutual extension), the physical ownership rights of the entire LED Monopole structure shall automatically be transferred to Prasar Bharati at zero cost.

## **Section-4**

### **Designated Display Locations**

The advertisement structures must be installed strictly inside the designated premises boundaries of Doordarshan Kendra Lucknow, optimizing high visibility from adjacent arterial roads. The three approved slots are:

1. Corner Location: Corner of the Doordarshan boundary facing Sikanderbagh Chauraha / behind Yadav Tea Stall, Lucknow.
2. Front Gate Right Side: Doordarshan Kendra Gate Right Boundary facing the high-traffic Ashok Marg, Lucknow.
3. Front Gate Left Side: Doordarshan Kendra Gate Left side, adjacent toward the DTI Boundary facing Ashok Marg, Lucknow

# Section-5

## Detailed Technical Specifications

### Parameter Specifications for Outdoor P6 LED Display Board

#### 1. Technical Specifications

Parameter	Value / Specification
Model	P6.0 Outdoor
Pixel Pitch	6.0 mm
Pixel Density	27,777 Pixels/m <sup>2</sup>
LED Type	SMD2727
Module Size (WxH)	192 × 192 mm
Module Resolution (WxH)	32 × 32 pixels
Panel Size (WxH)	Custom / Variable (Based on Cabinet Choice)
Panel Resolution (WxH)	160 × 160 pixels
Panel Material	MS Cabinet / Die Cast Cabinet
Weight	22.5 kg/pc
Scan Rate	8
Brightness	5500 - 6500 nits
Brightness Adjustment	Programmable / Automatic / Manual
Contrast Ratio	5000:1

<b>Viewing Angle</b>	160° / 160°
<b>Power Supply (SMPS)</b>	5V60A with PFC Protection
<b>Thickness of PCB Board</b>	2 mm
<b>Refresh Rate</b>	1920 - 3840 Hz
<b>Frame Rate</b>	>60 Hz
<b>Voltage</b>	210 - 250V ±5%
<b>Maximum Power Consumption</b>	<800 W/m <sup>2</sup>
<b>Serviceability</b>	Rear Service
<b>IP Rating</b>	Front IP65 & Rear IP55
<b>Working Temperature / Humidity</b>	-5°C to +55°C / 10 - 85% RH
<b>LED Lifetime</b>	100,000 Hours
<b>Video Support</b>	2K, HD, 4K, UHD

# Section-6

## Key Product Features

Feature	Description & Capability
<b>Cabinet Material</b>	Made from cold-rolled alloy sheets, fully waterproof, dust-proof, low noise design, thickness >1.2mm; Optional MS/Die Cast Cabinet available.
<b>SMD Black Light Package</b>	Matte black LEDs ensure high contrast with zero reflections.
<b>Module Memory</b>	Stores parameters, component info, LED data, and calibration data; enables automatic data retrieval upon module replacement.
<b>Energy Efficiency</b>	$\geq 3\text{cd/w}^2$ power consumption $\leq 35\text{W/m}^2$ when display is black.
<b>Brightness Control</b>	Automatic and manual brightness adjustment based on ambient light conditions.
<b>PCB Material</b>	FR-4 with integrated optical drivers, multi-layer circuits.
<b>Anti-Collision Design</b>	Protects the LED board when placed on the ground and enables quick positioning between cabinets.
<b>Seamless Splicing</b>	Perfect for 3D effects, supports right angles, rounded corners, naked-eye 3D display.

# Section-7

## Submission of Documents

### 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.
- Undertaking for Expression of Interest (Annexure-1)
- Details of Applicant Firm (Annexure-2)
- Financial strength of the Applicant Firm (Annexure-3)
- Undertaking for Non-Black-Listing/Non Debarment (Annexure-4)

## 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 or via email id: xxx@prasarharati.gov.in
- The server time of the portal shall be considered final for submission deadlines.
- Upon successful submission, the portal will generate an acknowledgement with details of submission.

### **Note:**

1. EOIs will also be reviewed for compliance with the necessary Instructions, terms and conditions, scope of work, formats etc. as outlined in this document.
2. Doordarshan/Prasar Bharati reserves the right to physically verify the office or any document provided by the bidder.
3. All the aforementioned documents must be signed and stamped before uploading on the e- tender portal.
4. EOI response must be properly serial numbered and indexed.
5. Participation in this EOI does not guarantee participation or selection in any future process.

### **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 an 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.

## **Annexure-1**

### Undertaking for Expression of Interest

To,

The Deputy Director General/Head of the Office  
Doordarshan Kendra  
24-Ashok Marg, Lucknow-226001

**Subject: Submission of Expression of Interest (EOI) For installing UNI Pole/LED Board on lease basis.**

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. Undertaking for Non-Black-Listing/Non-Debarment Annexure – 4
4. Format for Authorization Letter Annexure-8

Encl.: As above.

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 letterhead 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
- 3) information may affect the ability of Doordarshan to appropriately assess the response.
- 4) Applicants are requested to submit all annexures, as applicable, in the prescribed formats. Responses with incomplete annexures may be considered limited for the purpose of assessment.

## Annexure-2

### 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:

### Annexure-3

#### 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 3 years:

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:

## **Annexure-4**

### Undertaking for Non-Black-Listing/Non-Debarment

I/ We, on behalf of.....(Name of Bidder), with its registered office at ..... do hereby 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: