

**प्रसार भारती**  
**भारत का लोक सेवा प्रसारक**  
**दूरदर्शन केंद्र: श्रीनगर / DOORDARSHAN KENDRA:**  
**SRINAGAR**

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

File No.TV/DDK/SGR/2/2026-27

Dated:09.07.2026

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

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# Section-1

## INVITAION FOR EXPRESSION OF INTEREST

1. Doordarshan Kendra Srinagar 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 [masoodahmadkhan@prasarbharati.gov.in](mailto:masoodahmadkhan@prasarbharati.gov.in) along with a covering letter duly signed by an authorized signatory, on or before 16.07.2026.
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 may extend the deadline 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: <a href="mailto:masoodahmadkhan@prasarbharati.gov.in">masoodahmadkhan@prasarbharati.gov.in</a> |
| Place of delivery            | Specified Places of Doordarshan Kendra Srinagar.  |
| EOI Publishing Date          | 10.07.2026  |
| Document Download Start Date | 10.07.2026  |
| E-mail for Query Submission  | EOI queries should be emailed to xxxxx.prasarbharati.gov.in in up to 23.07.2026 till 15:00 hours  |
| EOI Query Meeting            | 20.07.2026 at 16:00 hours   |
| EOI Submission End Date      | 20.07.2026 till 15:00 hours   |
| Opening of Documents         | 20.07.2026 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                  | Sh. Masood Ahmad Khan,SK<br>Mobile No. +919596172525   |

## 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, Srinagar. 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 Srinagar. 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 Srinagar, optimizing high visibility from adjacent arterial roads.

One or more Digital Unipole LED Display based on feasibility.

- a) Zero Inn Nawai subhu Road, Zero Bridge Srinagar.
- b) Abdullah Bridge Near TRC Chowk, Srinagar.

## Section-5

### Detailed Technical Specifications

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

| <b>Technical parameters</b>           | <b>Parameter</b>                                   |
|---------------------------------------|--|
| 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                    |

| <b>Parameter of Outdoor P8 LED Specifications</b> |                                     |   |
|---|-------------------------------------|---|
|   | LED Full Color Display              | DH80/GKGD/Unilumin/Qiangly  |
| Module<br>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<br>Parameter                              | Single-dot Brightness Calibration   | Available   |
|   | Single-dot Color Calibration        | Available   |
|   | Brightness (nits)                   | ≥5500   |
|   | Colour Temperature (K)              | 3200—9300 Adjustable  |
|   | Viewing Angle (Horizontal/Vertical) | 140°  |
|   | Brightness/Colour Uniformity        | ≥97%  |
|   | Contrast Ratio                      | 5000:1  |
| Electrical  | Max Power                           | ≤810  |

|                       |  |                        |
|-----------------------|--|------------------------|
| Parameter             | Consumption(W/m <sup>2</sup> )               |                        |
|                       | Average Power Consumption(W/m <sup>2</sup> ) | ≤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%                 |

| Key Product Features    |  |
|-------------------------|--|
| Features                | Description & Capability   |
| Cabinet Material        | Made from cold-rolled alloy sheets, fully waterproof, dustproof, low noise design, thickness >1.2mm; Optional MS/Die Cast Cabinet available. |
| SMD Black Light Package | Matte black LEDs ensure high contrast with zero reflections.   |
| Module Memory           | Stores parameters, component info, LED data, and calibration data; enables automatic data retrieval upon module replacement.                 |
| Energy Efficiency       | ≥3cd/w <sup>2</sup> power consumption ≤35W/m <sup>2</sup> when display is black.   |
| Brightness Control      | Automatic and manual brightness adjustment based on ambient light conditions.  |
| PCB Material            | FR-4 with integrated optical drivers, multi-layer circuits.  |
| Anti-Collision Design   | Protects the LED board when placed on the ground and   |

|                   |   |
|-------------------|---|
|                   | enables quick positioning between cabinets.   |
| Seamless Splicing | 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 initialled 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 a 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 fulfil 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  
Srinagar.

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<br>(Proprietorship/Partnership/Private Ltd./Public Ltd./<br>Start-up/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.

Date:  
Place:

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

### 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<br>(2023-24) | 2nd FY<br>(2024-25) | 3rd FY<br>(2025-26) | Average Annual Turnover<br>Rs.<br>(In Crores) |
|------|-----------------|---------------------|---------------------|---------------------|---|
|      |                 | A                   | B                   | C                   |   |
| 1    | Annual Turnover |                     |                     |                     | (A+B+C)/3                                     |

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:

  
S.M.A. ABIDI  
एस.एम.एच.आबिदी  
Assistant Director (Engineering)  
असहायक निदेशक (अभियान्त्रिकी)  
Doordarshan Kendra Srinagar  
दूरदर्शन केन्द्र श्रीनगर