

EOI Concept: Unipole on PPP Model for DDK Guwahati Cluster

An **EOI (Expression of Interest)** for unipole installations under a **PPP (Public-Private Partnership)** model with All India Radio and Doordarshan is typically a proposal where a private company has to :

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

1. Introduction

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

2. Objective

The objective of this proposal is:

- To utilize available AIR/DD 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 AIR/DD.

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.

03/07/26
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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

Indicative locations may include:

- **DDK Guwahati**
- **DDK Dubrugah**
- **DDK Silchar**

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°


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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		
	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	As per bidders suggestion/recommendation based on location of site; 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
	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. Financial Capability

The company possesses:

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

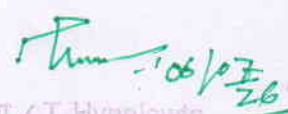
8. Compliance & Approvals

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


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 Deputy Director General (E) / Head of Office
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 Dy. Director General (E)
 DDK Guwahati
 Cluster Head/RCM

The last date for receiving the EOI may be on 31.07.2026.