



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



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

Dated: 11.09.2026

NOTICE INVITING QUOTATION

Quotations in sealed covers under two bid system are hereby invited by the **Dy. Director General/HOO, Doordarshan Kendra, 24-Ashok Marg, Lucknow-226001**, from interested Bidder

Detail of Work		
01	Tender inviting Authority	Dy. Director General/HOO, Doordarshan Kendra, 24-Ashok Marg, Lucknow-226001
02	Tender Reference No.	TV/LKO/7/5/AR-2026-27
03	Detail of Services	Installation and display of maximum 30x30 feet following on monthly rent basis. 1. Unipole/Digital LED Board - 03 <i>(With the compulsion of at least one Digital LED Board)</i>
04	EMD	₹51,000.00 refundable after Bidding process is complete.
05	Tender Security Money	Six month rent of H1 Bidder to be paid by lessee.
06	Validity of the Bid	Five Year , this tenure will start after the grace period of two months or time consumed in the installation work of the Display structure, whichever be minimum.)
	Date and Time of publishing of the Tender	14.09.2026 (Time 11:00 Hours)
07	Last Date and Time of submission of the Tender	05.10.2026 (Time 15:00 Hours)
08	Address to be Submitted Tender	Sealed Envelope of the Tender document must reach Shri S.P. Kanchan Dy. Director(Engg) Doordarshan Kendra, 24-Ashok Marg, Lucknow-226001

09	Date and Time of opening of the Technical Bid	05.10.2026 (Time 16:00 Hours)
10	Date and Time of opening of the Financial Bid	05.10.2026 (Time 17:00 Hours)

Terms and Conditions:

1. The lease will be for an initial period of 5 (five) years and may be extended for a further period of 5 (five) years, provided all dues are cleared and subject to the satisfaction of the Dy. Director General/HOO.
2. This tenure will start after the grace period of two months or time consumed in the installation work of the Display structure, whichever be minimum.
3. The EMD of ₹51,000/- (Fifty-One Thousand) only in the form of DD/Pay order shall be paid in the favour of DIR PBBCI, DDK LKO, PRASAR BHARATI Doordarshan Kendra, 24-Ashok Marg, Lucknow-226001. Which will be returned after the tender is allotted and Security Money is deposited by the successful bidder.
4. Security Money will be the 6 month's rent on quoted price of the H1 bidder.
5. In the event that the H1 bidder declines or fails to accept the bid, the H2 bidder shall be designated as the successful bidder. Furthermore, the H1 bidder's Earnest Money Deposit (EMD) shall be subject to immediate forfeiture without prior intimation or notice
6. The firm/tenant should install display boards in places monitoring the road and put up advertisement Unipole/LED Board of maximum size 30x30 sq. feet.
7. This bidding process covers three Uni-Pole/Digital LED Board locations, with a mandatory requirement that the lessee installs at least one Digital Board.
8. Three Unipole/LED boards of Maximum size 30x30 as specified, within the allotted space at Doordarshan Lucknow. The firm who quotes highest rate will be considered as the successful bidder.

9. The base annual lease/rent of each Unipole/LED Board will be ₹1,68,000/- (One Lakh Sixty-Eight Thousands only at the rate of ₹14,000.00 per month) per board plus 18% or applicable GST and offers below this rate will not be considered in bidding process.
10. The successful bidder shall execute the agreement on a requisite stamp paper and annual lease rent quoted by successful bidder along with 18% or applicable GST. Any failure to do so will lead to automatic forfeiture of EMD and cancellation of award without further notice.
11. The lease commencement date shall be either two months following the issuance of the Bid Award or upon the completion of installation, whichever event occurs earlier from the date the agreement is executed.
12. The annual rent shall be paid by the tenant with effect from the applicable date of lease (As mentioned in Sr. No 10).
13. If the lessee fails to deposit the security money within the stipulated 15 days following the issuance of the bid award offer, their Earnest Money Deposit (EMD) will be forfeited, and they will be automatically disqualified from the bidding process.
14. Any bidder/proprietor/person who has been issued a Letter of Acceptance/Work Order/Offer of award in the tendering process floated by Doordarshan during the past three years but fails to execute the agreement or commence work within the stipulated time shall be ineligible to participate in this tender.
15. Any bidder/proprietor/person who has failed to honour commitments in earlier contracts/tenders floated by Doordarshan due to post tender negotiations or delay or refusal to sign agreement within the prescribed time limit or withdrawal after award, shall not be considered for evaluation in this tender.
16. The bidders are required to submit an affidavit that they have not defaulted in the execution of agreement subsequent to the offer and acceptance of the award in the last 3 years in the tendering process floated by Doordarshan.

17. Any bidder whose EMD was forfeited by Doordarshan during the last three years for default in agreement execution shall not be eligible to participate in the tendering process.
18. The leased out premises shall not be transferred or used for any other purpose other than advertisement purpose. In case the lessee violates the said provision the agreement will be cancelled and the security deposit will be forfeited.
19. Upon the expiration of the lease agreement, the lessee is obligated to dismantle the structure at their sole expense. Doordarshan shall assume no financial responsibility or liability for any costs incurred during this process.
20. The lessee should make use of the space for advertisement as listed below:
 - a) Corner of the Doordarshan Training Institute & Indira Bhavan Corner Ashok Marg, Lucknow.
 - b) Doordarshan Kendra Boundary facing Rana Pratap Marg, Lucknow.
 - c) Doordarshan Kendra Gate left towards Doordarshan Training Institute Boundary facing Ashok Marg, Lucknow.
21. Unipole/LED display boards shall be mounted and installed by the lessee at his/her own cost after ensuring structural stability at the space allotted as per dimensions specified in the tender documents. The lessee shall solely bear the risk and cost for installing Unipole/LED display boards.
22. It is solely the responsibility of the bidder to visit the space and ascertain the suitability of the various advertisement options available at the premises and new additions if any required for fulfilling the operations which shall be installed at the cost of the lessee.
23. The lessee shall use only the leased area in the premises, only for advertisement and installing Unipole/LED display boards and will not carry any other business.
24. The Firm will take its own electricity connection in his/her/firm name and will be solely liable to pay the bill if defaulted

Doordarshan can take action in accordance to the Dy. Director General, Doordarshan Kendra Lucknow's instructions.

25. The lessor shall give advertisement rights of the boards inside the premises to the lessee, for a period of 5 years only, which may be extended with mutual understanding to next 5 years and if all dues cleared with increment of 10% on last rent paid Security amount will also be increased as per terms and conditions.
26. The lessee shall not make any advertisement objectionable or detrimental to Government or Doordarshan.
27. It is the sole responsibility of the lessee to obtain all licenses from the local authorities'/ Government agencies before starting the work and the lessor will not responsible for any problem arising out licenses or permission from the authorities concerned. If the lessor is forced to remove any or all structures including the hoarding advertisement installed on Unipole due to any issues connected with the local authorities, the Doordarshan will not be responsible in any manner.
28. The allotted premises will be in the possession of Doordarshan. The lessee should not make any claim on the premises or any equipment in the premises owned by Doordarshan.
29. During the tenure of the agreement the lessor may take up works of structural improvements of the existing premises, additional structure in the land without causing obstruction to the visibility of display structures erected by the lessee.
30. If lessee breach any of the terms prescribed herein, Doordarshan reserves the right to cancel the lease, forfeit immediate possession of the premises and installed Unipole/LED Board and retain the security deposit in its entirety.
31. Doordarshan shall be at liberty to proceed against the lessee in case of default in the payments of any amount due for its realization. Any expenses towards legal or any other charges that may be incurred by Doordarshan in this account shall be

liable to be realized from the security deposit collected from the tenant.

32. Doordarshan shall forfeit the security deposit if the Lessee withdraws from or cancels this Agreement prior to the expiration of the term for any reason. However, the Lessee may terminate the Agreement and remain eligible for a full refund of the security deposit by providing at least three (3) months' prior written notice.
33. The stamp duty, the individual charges and the registration charges in respect of this lease deed and all other documents that be executed pursuant to this deed shall be borne by the lessee.
34. The lessee shall be bound by all decisions rendered by the Deputy Director General/Head of the Office.
35. The tender forms without required security amount and Form fee will be summarily rejected.
36. For every three minutes of broadcast, the Lessee must provide the Lessor with 10 seconds of advertisement time free of cost. The Lessee shall air advertisements as directed by the Lessor. If the Lessor opts for longer advertisements (such as 30 or 40 seconds), these shall be credited against the total reserved time on a pro-rata basis.
37. **Force Majeure:** In the event that the premises become inaccessible or unusable due to war, natural disaster, lockdown, or a declared national emergency, rent shall not be waived automatically. The lessee may submit a written request for a rent waiver, which will be granted for the affected period at the lessor's discretion following a thorough review of the circumstances.
38. **Default in Payment:** In the event of non-payment of rent for three consecutive months, Doordarshan shall issue a one-month formal notice to the tenant. If the tenant fails to clear the arrears or respond within this notice period, Doordarshan reserves the right to terminate the agreement and take ownership of any structures on the premises.

39. Submission of the tender form requires the mandatory attachment of a ₹500/- (Rupees Five Hundred) payment receipt for the Tender Document. This fee can be paid in cash at the Doordarshan Kendra Lucknow cash counter or digitally via the provided QR code. Please note that the QR code is strictly for the payment of the document fee only.



Signature Name Designation of the signatory:

Annexure-1

Undertaking for Bid

To,

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

Subject: Submission of Bid for installing UNI Pole/Digital LED Board on lease basis.

Sir,

In response to the aforementioned bid published on for the above purpose, we would like to submit the required information. 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 Bid, 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 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

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:

(Format of undertaking)

The Dy Director General/Head of Office

Date:

Doordarshan Kendra

24- Ashok Marg, Lucknow-226001

Subject: Inviting Tender for putting up Advertisement Unipole/LED Board display boards

Sir,

In response to tender on behalf of The Dy. Director General/Head of Office, Doordarshan Kendra, 24-Ashok Marg, Lucknow-226001 for putting up Advertisement Unipole/Back lit/LED Board display boards within the space allotted by Doordarshan Lucknow. I/we do hereby submit my/our tender duly signed by me/us for the above in accordance with the terms and conditions.

1. I/We agree to put up Advertisement Unipole/Back lit/LED Board within the allotted space at Doordarshan Kendra, 24-Ashok Marg, Lucknow-226001.
2. I/We do agree to carry out any modification from the tender as found necessary by the Doordarshan.
3. I/We hereby express our interest in installing advertisement display boards (Unipoles/LED) at Doordarshan Kendra, 24-Ashok Marg, Lucknow, and agree to remit an Earnest Money Deposit (EMD) of **₹51,000/- (Rupees Fifty one Thousand only) in the favour of DIR PBBCI, DDK LKO, PRASAR BHARATI Doordarshan Kendra, 24-Ashok Marg, Lucknow-226001.**
4. I/We hereby declare that I/we have read, understood, and agree to abide by all terms and conditions mentioned in the Doordarshan tender without any reservations.

I/We acknowledge that any non-compliance with the aforementioned terms shall result in the summary rejection of my/our tender.

Thanking you

Yours faithfully

Place:

Date: .2026

Name Designation of the signatory:

TECHNICAL BID

Subject: Tender for installing Advertisement Unipole/LED Board display boards at the allotted space at Doordarshan.

1. Name of the tenderer:

2. Address of the Tenderer

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3. Contact No:

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4. Email Id:

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5. PAN Card No:

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6. Bank A/C No. Linked with PAN:

7. Aadhar Card No

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8. Name of the Firm:

9. Date of Registration of Firm:

D	D	M	M	Y	Y	Y	Y
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10. GST No. of the Firm:

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11. Address for communication of the Firm

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12. Contact No of Firm:

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13. Email id:

14. Copy of last year's income tax return:

15. Earnest Money Deposited in the favour of DIR PBBCI, DDK LKO, PRASAR BHARATI Doordarshan Kendra, 24-Ashok Marg, Lucknow-226001.

16. Form along with the receipt of payment of ₹500/- made for the purchase of Tender Document.

It is certified that the above information has been filled in by me and is completely true and correct. I have read the terms and conditions of the tender and I will comply with them. In case of non-compliance with the terms and conditions or unsatisfactory performance, the order passed by Doordarshan Lucknow will be acceptable to me. I will execute the accepted works with complete honesty and in good faith, and I will comply with the instructions given from time to time by Prasar Bharati, Lucknow and higher authorities. I am neither bankrupt nor there are any criminal proceedings pending against me.

Enclosed: - Terms and conditions returned duly signed.

Signature

Name of Applicant/tenderer

Designation of the signatory:

Financial BID

Subject: Tender for installing Advertisement Unipole/LED Board display boards at the allotted space at Doordarshan.

The rate quoted for the Installation of Unipole/Back lit/LED Board display boards as per following details for Advertising Publicity at Doordarshan Kendra, 24, Ashok Marg, Lucknow.

S.N.	Detail	Quoted Rate (in ₹)
1	Unipole/Digital LED Board	

EMD amount DD/ Payers cheque no: -----

It is certified that the above information has been filled in by me and is completely true and correct. I have read the terms and conditions of the tender and I will comply with them. In case of non-compliance with the terms and conditions or unsatisfactory performance, the order passed by Doordarshan Lucknow will be acceptable to me. I will execute the accepted works with complete honesty and in good faith, and I will comply with the instructions given from time to time by Prasar Bharati, Lucknow and higher authorities. I am not bankrupt, nor are there any criminal proceedings pending against me.

Enclosed: - Terms and conditions mentioned duly signed.

Signature

Name of Applicant/tenderer: _____

Designation of the signatory: _____

Place

Date: