Expression of Interest

Selection of Master Agency to Plan, Program and Activate the lower promenade area between Sardar Bridge and Atal Bridge of Sabarmati Riverfront West with tourism and event linked activities

Prepared for

SRFDCL

A. Details of the EOI

Item	Details
Client / Authority	Sabarmati River Front Development Corporation Ltd. (SRFDCL)
Assignment	Empanel Master Agency to Plan, Program and Activate the lower promenade area between Sardar Bridge and Atal Bridge of Sabarmati Riverfront (West) with tourism and event linked activities
Procurement mode	Expression of Interest
Stages of selection of agencies	**Stage 1:** Technical evaluation and empanelment of eligible agencies based on the eligibility criteria, experience, proposed concepts, capabilities and technical presentation specified in this EOI. **Stage 2:** Empanelled agencies shall be invited to participate in a closed RFP process. Final selection shall be based on technical and commercial/financial parameters, including the commercial offering/revenue share to SRFDCL, as may be prescribed in the RFP.
Commercial / Revenue Sharing Arrangement	The selected agency may enter into an appropriate commercial arrangement with SRFDCL, which may include revenue sharing, minimum guaranteed consideration and/or other commercial obligations. The detailed commercial terms shall be specified at the RFP stage.
Indicative contract term	Initial 3 years – Reviewed annually; (Tentative) Renewal on annual basis thereafter on performance basis.

Important note for the applicants

1. The present EOI is intended solely for shortlisting and empanelment of eligible agencies. No technical or commercial proposal is required to be submitted at this EOI stage.
2. The agencies empanelled through this EOI may subsequently be invited to participate in a closed RFP process. The RFP shall include detailed technical and commercial evaluation parameters.
3. The commercial proposal during the RFP stage, may include, inter alia, revenue sharing with SRFDCL, Minimum Guaranteed Revenue/consideration, or such other commercial parameters as may be specified by SRFDCL in the RFP during RFP stage
4. The detailed technical evaluation, commercial structure, revenue-sharing mechanism, financial bid format, evaluation methodology and other applicable terms and conditions shall be specified separately in the RFP documents issued to the empanelled agencies.
5. Nothing contained in this EOI shall be construed as prescribing or guaranteeing any commercial model, revenue-share percentage or financial parameter for the subsequent RFP stage.

B. Background

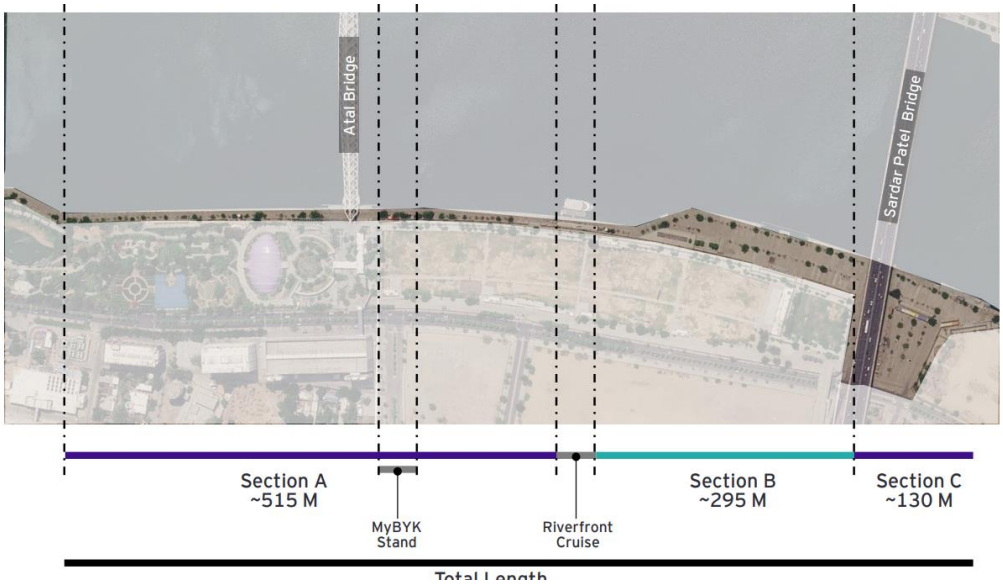
SRFDCL invites expression of interest from Master Agency to Plan, Program and Activate (Implement and Operate) tourism and event linked activities, at the lower promenade area between Sardar Bridge (NID) and Atal Bridge of Sabarmati Riverfront West, through a two-stage tender.
The lower promenade between Atal Bridge and Sardar Patel Bridge is well built but underutilized for planned activities, especially during the evenings and during festivals. SRFDCL wants to activate this site, as a year-round, family-friendly, tourist attraction destination that complements Flower Park, Atal Bridge, the Cruise Terminal, Flower Show Park and Food Park on the upper level as well as provide a new age, plug and play and interesting programs, that can generate a year-round amongst visitors and draw tourists.

The activities shall be ticketed as well as free, however shall have a controlled footfall, so as to maintain the decorum and quality of the experience of the place.

C. Location selected for activation between Atal Bridge and Sardar Bridge

Section	Length	Width	Character	Existing features
A	~515 m	9 m	Linear promenade along the retaining wall, west of Atal Bridge to the cruise jetty	MyBYK stand, Atal Bridge landing, Riverfront Cruise jetty
B	~295 m	40m	Wide open paved plaza with tree planting	Cruise jetty at western end
C	~130 m	30m	Covered and open area under and beside Sardar Patel Bridge *(Parking not included in the width)*	Bridge underdeck, tree planting
Total	~940 m			
Note – Along the edge of the riverfront promenade a continuous path shall be kept free of any hindrance or installation for a continuous movement of Fire tenders, Ambulances, Police cars, VIP movement, etc.				

D. Reference map for location -









E. Key objective of the Proposal

1. Turn the lower promenade into a safe, inclusive activity based destination for residents and tourists.
2. Extend visitor dwell time on the riverfront and link footfall to adjoining parks, Atal bridge and the Cruise Terminal.
3. Deliver (Implement and operate) a curated annual calendar, with a mix of fixed, temporary, dynamic and event-led activities.
4. Generate sustainable and suitable revenue for SRFDCL.
5. Create opportunities for local artists, cultural groups, sports communities and small vendors.
6. Keep the public realm clean, accessible and restored after every event.

F. Key suggestive activity ideas that can be implemented

The concepts below are suggestive and indicative. They show the intended mix and intensity; applicants may refine, replace or provide their own ideas for activation of this area.

#	Concept	Type	Location	Key features
1	Sabarmati Ripples and Light	Event and market-focused, Outdoor/ Indoor	Section A, fixed 200–300 m, Timings 7:30–11:30 PM	Projection mapping on wall and ground, directional speakers, water-texture soundscape
2	3D Hologram Room	Event and market-focused	Section B, 150–200 sq m	Holographic showcases, themed mini-shows, photo points, merchandise
3	Under-Bridge Sports Hub	Fixed / Program and activity may change	Section C	Table tennis, foosball, snooker, basketball shooting, community tournaments, children's games
4	City Games Night	Regular dynamic / Open area court	Sections A and B	Giant floor games, supervised evening play, family challenges, beginner sessions
5	Music Events / Performances	Weekend or Festival specific / Controlled viewership	Section A and B	Garba, Cultural, Gig music, gig events, community gathering, etc.

Note - These are indicative activities, however, the applicant agency is/are encouraged to propose their own ideas that are relevant to the objective of the proposal


Reference Image




Reference Image: Spectra Museum, Ahmedabad


Reference Image: Bhagat Singh Flyover, Surat





G. Brief role of the Master Agency that would be empaneled

#	Function	What the Master Agency will be required to do
1.	Planning and concept design	Prepare a plan and concept, with zoning the given area into activity areas, utilities, circulation, crowd management, design guidelines, flood protocol, etc.
2.	Programming and designing of activities	Identify, ideate, Curate and Provide an annual calendar of activities, which the agency will implement and operate at the given area.
3.	Design and Installation	Design, build, Finance and Operate, the plan and activities including Installation and Maintenance of demountable activation infrastructure and technologies at the given area, as per the plan developed by the agency.

#	Function	What the Master Agency will be required to do
4.	Operations	Execute and run daily operations, ticketing, safety, security and housekeeping in activated area in close coordination with SRFDCL.
5.	Vendor ecosystem	Onboards and manages F&B, technology, activity, cultural and event-infrastructure sub-vendors.
6.	Sponsorship	Raise sponsorship and brand activations within SRFDCL branding rules
7.	Permissions	Obtains and coordinates all statutory permissions and NOCs from all statutory authorities, including city, state and national level authorities.
8.	Restoration	Restores the site after each activity and end of contract as handed over by SRFDCL at the start of contract.
9.	Reporting and sharing of data	Reports footfall, revenue and performance to SRFDCL on a regular basis, through a shared mechanism/dashboard, etc.
10	Revenue share	Revenue share as per the decided terms.

H. Timeline for submission of the EOI

#	Stage	Tentative dates
1	Online receive - Pre Bid queries	17th November 2026 until 5:00 pm
2	Pre-bid queries response upload	23rd November 2026
3	Final date of receipt of EOI applications	30th Nov 2026 until 5:00 pm in hard copy format.

Note – Further dates for evaluation and presentation will be informed to the applicants.

I. Eligibility criteria for submission of EOI and empanelment

The following sections outline the eligibility criteria for the agency to submit the EOI for empanelment

1. background of agencies

a. An individual/Sole firm, or a consortium of maximum upto 3 members.
b. The lead member must be an event, experiential or destination-programming agency and hold the majority stake in the consortium (51% stake)
c. Consortium members are jointly and severally liable; any member of the consortium shall appear in only one application at a time.
d. A consortium MoU, mentioning the lead member and each member's role (programming, technology, operations, F&B, etc.) is mandatory.

2. Minimum eligibility criteria for technical presentation for Empanelment

#	Criterion	Requirement	Evidence
1	Legal status of the applicant	Ltd. Company, Pvt. Ltd. Company, LLP or registered firm in India, in operation at least 5 years (lead member)	Incorporation certificate, PAN, GST
2	Turnover of the applicant	Average annual turnover of consortium 1. A combined average annual turnover of Minimum ₹10 crore + GST, over the last 3 audited financial years; 2. lead member shall have annual average turnover of atleast 60% of the average annual turnover mentioned.	CA certificate, audited account statements of the last 3 years, of each consortium members.
3	Net worth of the applicant	Each consortium member shall have an average positive net worth in each of the last three financial years.	CA certificate and audited account statements of the last 3 years, of each consortium members.
4	Programming experience of the applicants	1. At least 3 public-space, destination or event programmes of the scale and nature of the scope, in the last 5 years, 2. each of value of minimum ₹1.5 Cr to 2 Cr + GST per event/s; 3. at least one for a Government, PSU, ULB or development authority	Work orders and completion certificates from the client/authority.
5	Continuous operation to be shown	At least 1 programme or venue operated continuously for 6 months or more in the last 5 years.	Client certificate or Completion Certificate from client/authority
6	Technology capability to be shown	At least 1 projection-mapping, hologram or immersive-experience project delivered by the applicant or a consortium member.	Work order, photos, client reference and presentation
7	No Blacklisting	Not blacklisted or debarred by any Government body or PSU as on the submission date.	Notarized affidavit
8	Bid Fee	No bid fee for EOI submission. MSME and startup exemptions as per State policy.	Not Applicable

3. Detailed Scope of work for understanding the assignment

A. Prepare a plan and concept design for the site.

1. Site survey and inventory of the identified stretch: levels, surfaces, lighting, power points, drainage, access ramps, toilets, CCTV.
2. Zoning plan for Sections A, B and C: fixed, regular dynamic and event-led zones, with public through-route kept open.
3. Utilities plan, power demand and source (grid, DG standby, solar where possible), water, toilets, waste.
4. Circulation, crowd-management and emergency-evacuation plans, including access from upper promenade, Atal Bridge and Cruise Terminal.
5. Design guidelines for kiosks, pods, stages, signage, wayfinding and sponsor branding, in line with SRFDCL's riverfront design code.
6. Flood and closure protocol: water-level triggers, dismantling time, storage location for installations.
7. Universal accessibility plan for children, seniors and people with disabilities.

B. Develop program and activities for activation of the site for desired objectives

1. Prepare and approved Annual Activation Calendar submitted 60 days before each contract year, covering:
    a. Fixed activities (e.g. Under-Bridge Sports Hub) open at least 6 days a week.
    b. Regular dynamic activities (e.g. City Games Night) on at least 3 evenings a week, scaled up in school vacations, festivals and other events.
    c. Event and market-focused activities (e.g. Ripples and Light, Hologram Room) with at least 1 signature event per quarter tied to the city calendar (Uttarayan, Navratri, Diwali, World Heritage Week, etc.) or on basis of ideas presented by the applicant.
    d. At least 10% of programming days shall remain free to the public, and at least 15% of slots for local performing artists, crafts groups and community organizations.
    e. Content development for projection and hologram shows themed on Ahmedabad’s history, Sabarmati, Ahmedabad's heritage and the UNESCO World Heritage City.
    f. Scripts and content shall be developed by the agency and shall be approved through SRFDCL before presenting.

C. Execute, Implement and Operate the activities conceptualized and provided in Ann

1. Design, Build, finance, supply, install, operate and maintain all activation infrastructure at the Master Agency's cost: projection systems, speakers, lighting, hologram pod, sports equipment, games kits, kiosks.
2. All installations are demountable, weather-rated and removable within 24 to 36 hours of a closure order, especially during monsoon and flooding of river or in cases of emergencies
3. Structural, electrical, fire, Food safety certification by an AMC or State licensed engineer before commissioning.

D. Operations and maintenance of the site

1. Operating hours as per approved calendar; daily morning till midnight, or as per timings decided.
2. Ticketing (online and on-site), with ticket prices approved by SRFDCL. During the presentation the agency shall mention ticket rates for each ticketed activity they plan to establish
3. Trained security, marshals, first aid and lifeguard cover near the water edge during events shall be responsibility of the agency. AMC will facilitate police arrangements and other necessary support, during any VIP movements and whenever deemed necessary.
4. Housekeeping and waste segregation in activated zones during and after operating hours.
5. Comprehensive public liability, equipment and event insurance will be covered by the agency. Any damage or liabilities of SRFDCL property, the agency shall bear a penalty as well as reimburse the damages, as decided by the authority.

E. Sub-vendor ecosystem

The master agency shall be responsible to onboard, contract and manage F&B vendors, technology vendors, activity operators, cultural vendors and event-infrastructure suppliers. Sub-vendor contracts must follow all SRFDCL conditions; the Master agency remains fully responsible as the leading agency of the sub-contracted agencies.

F. Sponsorship and brand activations

Raise sponsorship for programmes and installations. No tobacco, alcohol, gambling or political branding; all branding placements need AMC and SRFDCL approval. Sponsorship display and sponsors shall also be pre-approved by SRFDCL.

G. Permissions coordination

Obtain all permissions from authorities - Police, Fire NOC, Electric company, entertainment and performance licenses, FSSAI for F&B vendors licenses, music licensing, and any AMC or SRFDCL clearances.

H. Site restoration

a. Restore the site to its original condition within 12 hours after each event and within 30 days at contract end.
b. During monsoon events and during times when lower promenade gets flooded by high tide, the master agency shall be given notice 48 hours before.
c. The master agency shall be responsible for the protection and safety of their installations or may deinstall any such installation deemed necessary for removal due to safety, cost and insurance purposes.

I. Reporting

Monthly MIS covering footfall (by activity and zone), gross revenue by stream, incidents, complaints and calendar delivery; a live dashboard shared with SRFDCL; an audited annual revenue statement.

General points to be kept into consideration by the applicant

1. SRFDCL shall have a right to add/negate/propose and include any other activities or additional scope of work (activity) within the purview of the project.
2. The activities shall be planned and considered keeping in mind the monsoon months and flooding conditions, as during this period the operations on the planned activities may be hampered.
3. The activities may subject to be temporary closure in case of any event of National importance, VIP movement for the purpose of security and protocols.
4. SRFDCL will have the right to inform the agency and close the activities with prior intimation in case of any of the above points mentioned.
5. Force majeure will be applicable.

J. Technical evaluation for empanelment (out of 100 marks)

#	Parameter	Max Marks	Criteria of marking
1	Relevant project experience aligned to the scope of work and ideas presented in the document	20	a. Number of such assignments aligned to the objective and scope of the assignment. b. scale and similarity of programmes. eg. projects at riverfront, waterfront or heritage-precinct projects.
2	Concept / ideas presentation as per the scope of work and ideas for activation of the site	20	a. Understanding the site. b. activation strategy and vision c. indicative mix across Sections A, B, C mentioned in the layout. d. Indicative understanding and presentation of how they will Build, finance, operate and maintain the activation plan
3	Tentative Business and Revenue Model clarity	15	a. The applicant shall present an indicative business and operating model demonstrating the proposed revenue streams, expected sources of income and overall financial sustainability of the proposed activation
3	Technology and immersive-experience capability	15	a. Ideas and quality of projection mapping, hologram, AR/VR and lighting work.
4	Operations, safety and vendor management capability	10	a. Track record of running large public footfall safely. b. sub-vendor networks.

#	Parameter	Max Marks	Criteria of marking
5	Financial strength	10	a. Turnover and net worth are above the minimum required.
6	Proposed core team for the stated scope of work	10	a. CVs and profiles of the team required for the project scope.
	Total marks	100	

Note –

1. SRFDCL may invite shortlisted applicants for a 10-minute presentation as part of the concept-note score.
2. SRFDCL will evaluate the technical presentations for selection of agencies to be shortlisted for empanelment.
3. No financial bid, revenue-share percentage or commercial offer to SRFDCL shall be submitted at the EOI stage**.** Commercial bids shall be invited separately from empanelled agencies at the RFP stage.

K. List of documents to be submitted by the applicant

1. Cover letter and power of attorney for the authorized signatory amongst the partner or between the consortia.
2. Consortium MoU between all parties for the contract period.
3. Eligibility documents as per the table I.2 (1 to 7) in prescribed formats.
4. Project experience sheets with client details and certificates
5. Concept note (max 10 pages) and portfolio of 10-15 pages
6. CVs of proposed core team.
1. Signed declarations: no conflict of interest, non-blacklisting, acceptance of EOI terms.

L. Selection criteria for the empanelment to move further ahead for RfP Stage.

i. Fulfill all basic eligibility requirements as per criteria.
ii. On time and in prescribed format.
iii. The applicants scoring at least 80 marks out of 100, in technical evaluation for empanelment shall move further for the next stage.

Important note.

1. SRFDCL reserves the right to not proceed with the empanelment process at any stage without assigning any reasons thereof, or to alter the timetable reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the bid further with any applicant submitting the EOI.

2. Authority shall not be responsible for any costs or expenses incurred by the applicants in connection with the preparation and delivery of bids, including costs and expenses related to visits to the sites. Authority reserves the rights to cancel, terminate, change or modify this

process and/or requirements of application, stated in the document, without assigning any reason or providing any notice and without accepting any liability for the same.

3. The Authority will accept the application of EOI, which will be best suited in all aspects. In this regard, decision of SRFDCL shall be deemed final. The Authority also reserves following rights without any kind of liability:

    a. To accept or reject any or part of any bid/entire bid or all the bids without assigning any reason thereof.
    b. Not to proceed ahead in the bid process without assigning any reason thereof.