



Sabarmati Riverfront Development Corporation Ltd. (SRFDCL) Intends to install Advertisement Hoardings / Signages / VMD / LED Displays within SRFD Project Phase-1 Area on West Side and on East side of the river bank. For the mentioned intention SRFDCL invites Expression of Interest (Eoi) for Selection of Agency for Planning, Designing & Implementation of outdoor media publicity for the Sabarmati Riverfront Development Corporation Ltd. within Sabarmati Riverfront Development Project Phase-1 area in Public Private Partnership (P.P.P.) mode. The agency shall also submit feasibility study, Market Survey and revenue sharing mechanism with SRFDCL for the said Eoi. Important dates are mentioned below.

IMPORTANT DATES

#	Information	Details
1.	Project Name	Selection of Agency for Planning, Designing & Implementation of outdoor media publicity for the Sabarmati Riverfront Development Corporation Ltd. within Sabarmati Riverfront Development Project Phase-1 area on both side of the river bank in Public Private Partnership (P.P.P.) mode. The agency shall also be submit feasibility study, Market Survey and revenue sharing mechanism with SRFDCL
2.	EOI reference No and Date	EOI Reference No.: SRFDCL_EOI_2024-25_001
3.	Website to download EOI	https://sabarmatiriverfront.com/tenders/
5.	Queries by email	Bidders shall submit the queries through email to atdo@srfdcl.com , on or before 12/07/2024 up to 11:00 hrs
6.	Pre-bid Meeting	12/07/2024 at 16:00hrs Sabarmati Riverfront Development Corporation Ltd. 2nd Floor, "Riverfront House", Behind H.K. Arts College, Between Gandhi & Nehru Bridge, Pujya Pramukh Swami Maharaj Marg (Riverfront West), Ahmedabad – 380009, Gujarat
7.	Last date (deadline) for receipt of EOI response	19/07/2024 at 11:00 hrs.
8.	Submission (in Hard Copy)	On 19/07/2024, time 17:00 hrs Complete EOI in sealed envelope with relevant details shall be submitted at the following address: Sabarmati Riverfront Development Corporation Ltd. 2nd Floor, "Riverfront House", Behind H.K. Arts College, Between Gandhi & Nehru Bridge,

		Pujya Pramukh Swami Maharaj Marg (Riverfront West), Ahmedabad – 380009, Gujarat
9.	Place, Time and Date of opening of the proposals received in response to the EOI notice	Bidders may be invited for detailed presentation before the competent authority upon intimation via E-mail provided along with submitted documents.
10.	EOI Fees (Non-refundable) Demand Draft / Cheque	INR, 1,000

The major aspects are listed below:

- Market survey & Evaluation of Optimum opportunities of raising income through Advertisement Hoardings / Signages / VMD / LED Displays
- Best pricing policy for leaving the licenses fees from advertisement agency in different locations under different categories of advertisement (Kiosk, Gantry, VMD, LED, Hoarding, Pole Kiosks, Cylindrical LEDs, Glow Sign Boards, 3-D Boards, Back Light Banners etc.)
- Preparation of Sustainable – Revenue sharing model for Variable Messaging Display (VMD) Implementation for Sabarmati Riverfront Development Corporation Ltd.
- Providing, Installing and Maintaining Advertisement Hoardings / Signages / VMD / LED Displays
- Providing, Installing and Operating Advertisement Hoardings / Signages / VMD / LED Displays
- Exploring innovations in Advertising, Publicity and Public Awareness.
- Building up, Operate and Transfer (BOT Basis) the Advertisement Hoardings / Signages / VMD / LED Displays to different locations of SRFD project Phase-1 area.
- Iconic, decorative type structure covered with ACP sheet or decorative manner.

Outcomes

- Real time automated RGB Full color DIP type Variable Messaging Display (VMD) with better pitch.
- VMD should have capability to send emergency messages through mobile platform
- Advertisement Hoardings / Signages / VMD / LED Displays shall be visible from Road at different locations.

Sabarmati Riverfront Development Corporation Ltd. is considering participation of private firms to implement the above aspects in an efficient and effective manner and thus Sabarmati Riverfront Development Corporation Ltd. wishes to explore various solutions, the working models and business models. The firms interested are required to get through knowledge of city potential and relevant policy/laws applicable and come up with innovate technical proposals accordingly.

Submission

Following information is to be provided in response to the EOI by the interested firms:

1. Organization details and company registration certificates
2. Relevant work experience details
3. Feasibility report comprising:
 - Study of Advertisement revenue potential in SRFD Project Phase-1 area .
 - Market Survey – Upcoming & Future Opportunity under various categories
 - Market Study on Tendering Income – Financial Study
 - Market Research on “Area wise pricing” – Financial Price Model, Best Area, LowArea, surge pricing etc.
 - Study of revenue collection
 - Identifying the best street designs – Digital/3D/Hologram/Fix Ones/ landscape designsfor billboards across Ahmedabad city
 - Identifying the locations, types of hoardings / VMD / Kiosks, this shall be installed at certain locations.
 - Identifying cutting edge technology in market to remain at the forefront
 - Identifying other of avenues of income through New Categories
 - Agency have to identify the payment methodology, Project time duration, Project costing Model (Revenue Sharing Model or Capex/Opex Model) – Technical manpower requirement for completing the entire scope of work as mentioned in this document
 - Repair & Maintenance of the Advertisement Hoardings / Signages / VMD / LED Displays shall be borne by the applicants / bidders.
4. Technical Proposals on master plan and innovative solutions for advertising within Sabarmati Riverfront Development Project Phase-1 area.
5. Product offering along with working model and business model
6. Proposal on single point regulation of VMD via ICCC integration
7. Submit the design (including color & Size) of signages for amenities, landmarks and activities.

Presentation

The entities/firms may be invited to make a presentation on the technical proposal at the office of Sabarmati Riverfront Development Corporation Ltd., Ahmedabad.

Instructions for the Bidder:

1. The bidder / bidding organization shall have minimum of Rs. 5,00,00,000/- (Rupees Five Crores Only) turn over annually.
2. The bidder / bidding organization shall have minimum of five years of experience in working with government organization.
3. It is mandatory for the bidder / bidding organization to present No Due Certificate / No Objection Certificate from the Organization or Government and Semi Government department from where it had carried out work.
4. The bidder / bidding organization shall not be barred / blacklisted from any of the Urban Local Bodies (ULBs) or any Departments of Government of Gujarat State.

Disclaimer

- The Interests / Proposals submitted in response to this EoI Document shall under no circumstances amount to any form of obligation to or acceptance of any term or conditions or parts thereof on the part of SRFDCL.
- Interested applicants / bidders responding to this EoI shall do so at their own risk and cost. SRFDCL will not be responsible for reimbursing any costs incurred by the applicants / bidders during the entire process.
- SRFDCL reserves the right to reject any or all Interests / Proposals submitted in response to this EoI Document at any stage without assigning any reasons whatsoever. SRFDCL also reserves the right to hold, or withdraw or cancel the process at any stage without intimation to the applicants / bidders, who submitted their Interests / Proposals.

Address of Correspondence:

Please address all queries and correspondence to:

Executive Director

Sabarmati Riverfront Development Corporation Ltd.

2nd Floor, "Riverfront House", Behind H.K. Arts College,

Between Gandhi & Nehru Bridge,

Pujya Pramukh Swami Maharaj Marg (Riverfront West),

Ahmedabad – 380009.