



Expression of Interest (Eol)

For

**Operation & Maintenance of Outdoor
Digital Screens**

Issued by:

Chief Executive Officer,
Jhansi Smart City Limited,
3rd Floor, Office of Jhansi Municipal Corporation,
Near Elite Circle, Jhansi-284001,
Uttar Pradesh, India

Email ID: jhansismartcityltd@gmail.com

Contact No: +91-80-81-64-65-70

Disclaimer

This Expression of Interest (Eol) for operation and maintenance of Outdoor Digital Screens. The purpose of Eol is to provide the Applicant with information to assist the formulation of their response.

While all efforts have been made to ensure the accuracy of information contained in this Eol document, this document does not contain all the information required by the Applicant. The Applicants are encouraged to conduct their own independent assessment, investigations and analysis and check the reliability, accuracy, and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their response. Jhansi Smart City Ltd and any of its employees or advisors shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the Eol document.

The Jhansi Smart City Ltd reserves the right to change any or all conditions/ information set in this Eol document by way of revision, deletion, updating or annulment through issuance of appropriate addendum as the Jhansi Smart City Ltd may deem fit without assigning any reason thereof.

The Jhansi Smart City Ltd reserves the right to accept or reject any or all applications without giving any reasons thereof. The Jhansi Smart City Ltd will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the applications to be submitted in terms of this Eol Document.

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1. Background and Overview

- 1.1. This document has been created to invite bidders to show their expression of interest to operate 20 Nos. outdoor digital screens and 10 Nos. variable message displays (VMDs) (both are combinedly referred as outdoor digital screens in this document) , installed by Jhansi Smart City Limited.
- 1.2. Jhansi Smart City Ltd (also referred as JSCL) has installed 20 Nos. outdoor digital screens at below locations:

Sl. No.	Location	Latitude/Longitude
1	Atiya Talab	25.46053112,78.56810405
2	Atal Chowk	25.45163986,78.56065277
3	BKD Chauraha	25.45702194,78.56345893
4	Elite Chauraha	25.44858532,78.56978697
5	Infront of Income Tax Office	25.44923955,78.56392508
6	Jail Chauraha	25.44354347,78.57615016
7	Jeevanshah Tiraha	25.45146679,78.56991855
8	Jhansi Bus Stand	25.44586951,78.58981354
9	Jhansi Hotel Chauraha	25.44058317,78.5750557
10	Jhansi Nagar Nigam	25.44935423,78.56878533
11	Medical BypassTiraha	25.46753273,78.62863212
12	Kachehari Chouraha	25.44437904,78.57899701
13	Laxmi Taal	25.45910144,78.59061909
14	Laxmi Taal – Narayan Bagh Gate	25.4590307,78.58705449
15	Lodhi Park Shivpuri Exit	25.4573346,78.51692659
16	Medical College Entrance – 1	25.45832634,78.61431422
17	Medical College Entrance – 3	25.46092341,78.61785905
18	Panchtantra Park Entrance	25.4541182,78.55784236
19	Shaheed Park Tiraha	25.45057391,78.57750903
20	Veerangana Jhalkari Park Tiraha	25.47272505,78.59440865

- Make of the screen is Delta. Content is being played on screens using software of the same company (Nova software).
- Size of the screen is 3.84 Meter x 2.88 Meter
- All screens are equipped with sound system.
- All screens are enabled with wired internet, 2 CCTV cameras in front and 1 CCTV camera in back.
- Control room is situated at 3rd floor of Jhansi Nagar Nigam.

Apart from above screens, 10 Nos Variable Message Displays (VMDs) have also been installed by Jhansi Smart City Ltd at below locations:

Sl. No.	Location	Latitude/Longitude
1	Allahabad Bank Chauraha	25.442392870869,78.569050553837
2	BKD Chauraha	25.456737695212,78.563643197657
3	Bus Stand Mandi Tiraha	25.445976410907,78.591227809827

4	Elite Chauraha	25.448940769014,78.569647907541
5	Jhansi Hotel Chauraha	25.440600907398,78.574966697207
6	Kachehari Chauraha	25.444228432822,78.579088277775
7	Khanderao Gate	25.459440546953,78.573814108219
8	Minarva Chauraha	25.457001981396,78.578431048101
9	Siddheshwar Mandir	25.465679079201,78.560749430198
10	University Police Chowki	25.458197325146,78.614254061566

- Make of the screen is 3M. Content is being played on screens using software of the same company.
- Size of the screen is 3.0 Meter X 1.5 Meter
- Screens are not equipped with sound system.
- All screens are enabled with wired intranet, which is integrated to Integrated Command & Control Center (ICCC).
- Integrated Command & Control Center is situated at 3rd floor of Jhansi Nagar Nigam, which is adjacent to the control room of Outdoor Digital Screens.

1.3. EOI is invited from interested parties to propose their solutions to operate 20 Nos. outdoor digital screens and 10 Nos. variable message displays (VMDs), earning revenue from various activities and depositing the agreed rent to Jhansi Smart City Ltd, Jhansi.

2. Data Sheet

Applicants can download this Eoi document from the URL <https://smartcityjhansi.com/web/guest/eoi-ods> and submit their response in the meeting as mentioned below along with sending a copy of their submission to jhansismartcityltd@gmail.com. Submission not conforming to the instructions or prescribed formats shall be rejected. The key dates and information for the project are as below:

Address for submission of Eoi	In meeting as mentioned below as well as to jhansismartcityltd@gmail.com
Date of uploading the Eoi	07.12.2025
Last date for query	11.12.2025
Last date for submission of Eoi	12.12.2025
Conference for Presentation/discussion of the Eoi	15.12.2025
Contact details for clarification	Jhansi Smart City Limited,

	3rd Floor, Office of Jhansi Municipal Corporation, Near Elite Circle, Jhansi-284001, Uttar Pradesh, India <i>Email ID: jhansismartcityltd@gmail.com</i> <i>Contact No: +91-80-81-64-65-70</i>
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3. Scope of Work

Basic idea of this project is to rent out the all the above 30 Nos screens on rent to any agency, which will earn the revenue using the advertisements from citizens, departments, companies etc. and will deposit agreed amount of rent to Jhansi Smart City Ltd. Selection of agency shall be done on the basis of highest bid value (rental amount). Tentative conditions of the bid/contract are as below:

3.1. Options for successful bidder to generate revenue

- 3.1.1. Advertisement contract from citizens, departments, companies etc.
- 3.1.2. Live telecast of events
- 3.1.3. Successful bidder can generate revenue by any other means also, after the approval from Jhansi Smart City Ltd by CEO or ACEO level.

3.2. Tentative Contract Conditions

- 3.2.1. Project site shall be handed over to successful bidder on AS-IS WHERE-IS condition. Inventory list shall be part of the contract document.
- 3.2.2. No separate handover process shall be executed.
- 3.2.3. Base price to rent out all the 30 Nos. screens shall be 1.5 Lakh per month, with 5% annual increment.
- 3.2.4. Contract period shall be 5 years.
- 3.2.5. Successful bidder shall be selected on the basis of highest rent quoted by the bidder in open tender.
- 3.2.6. Successful bidder shall have to deposit security deposit, equal to the amount of 3 months' rent (quoted by the bidder in his bid).
- 3.2.7. All electricity charges and internet charges shall be borne by the successful bidder. This will be responsibility of successful bidder to obtain the electricity bills and internet bills on its own and make the payment on time.

- 3.2.8. Successful bidder shall be allowed to change the locations of screens on its own expenses. Any harm to the infrastructure (used for screens) during transfer of location, shall be repaired/replaced by the successful bidder within 30 days. Process of change of locations, shall be allowed only after the approval from Chief Executive Officer, Jhansi Smart City Ltd. This clause in the contract shall not guarantee that change of locations shall be allowed.
- 3.2.9. All types of repair & maintenance of screens shall be taken care by successful bidder.
- 3.2.10. Existing software has certain timeline for their licenses. Beyond that successful bidder needs to renew the licenses on its own expenses or successful bidder can procure/use any other software to manage screens on its own expenses.
- 3.2.11. Successful bidder shall have to support the police personals in case of any footage investigation (recorded via the CCTV cameras installed on screens) as and when required. Footage shall be given to police department after the approval of ACEO/CEO of Jhansi Smart City Ltd.
- 3.2.12. Successful bidder shall have to play content of 30 mins duration per day, (if) provided by Jhansi Smart City Ltd without charging any cost.

4. Eligibility Criteria

The interested party should fulfil the following eligibility criteria:

Sl. No.	Basic Requirement	Specific Requirements	Documentary proof to be submitted
1	Legal Entity	<p>The Applicant, whether a single entity in which case, all members therein should be a legal person, which may be:</p> <ul style="list-style-type: none"> • A Proprietorship; or • A Company, incorporated under Companies Act, 2013 or 1956, amended till date; or • A Limited Liability Partnership Firm, incorporated under Limited Liability Partnerships Act, 2008; or • A Partnership Firm registered under Partnership Act, 1932. 	Copy of certificate of incorporation and/or registration under the relevant law.

2	Blacklisting	The Applicant should not have been barred by the Central Government, any State Government, a statutory Jhansi Smart City Ltd or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal.	An undertaking
3	Declaration	The Applicant should have, during the last three years, neither failed to perform on any agreement, as evidenced by the imposition of a penalty by an arbitral or judicial Jhansi Smart City Ltd or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project or agreement nor have had any agreement terminated for breach by such Applicant. An undertaking (Self Certificate) is to be submitted for the same.	An undertaking
4	Approach and Methodology	Proposal as per scope of work mentioned in this document in Clause 3 and in the proposed structure as per Annexure I	Report

5. Key Instructions

- a. Entities meeting the Qualification criteria set out in this EoI are eligible to submit response to this document.
- b. The response shall include details of entity and supporting documents to qualification criteria and overview of proposed technology as per the formats in this EoI.
- c. This EoI invitation document is not a Tender or Request for Proposal (RFP) in any form and would not be binding on the Jhansi Smart City Ltd in any manner whatsoever.
- d. The Jhansi Smart City Ltd shall evaluate all technologies on various aspects ranging from technology(ies) recommended by bidders, financial model proposed, environmental and social sustainability aspects in addition to technical-financial eligibility criteria fulfilment submitted by bidders.
- e. The Jhansi Smart City Ltd reserves the right to cancel the EoI invitation as a whole or in part without assigning any reasons.
- f. The Applicants are encouraged to conduct their own independent assessment, investigations and analysis and check the reliability, accuracy and completeness of the information at their end and obtain independent

advice from relevant sources as required before submission of their response

- g. The Jhansi Smart City Ltd reserves the right to update, amend and supplement the information given in this document at its sole discretion before the last date and time of submission of the responses.

6. Condition under which EOI is issued

The Eoi is not an offer and is issued with no commitment. Jhansi Smart City Ltd reserves the right to withdraw Eoi and or vary any part thereof at any stage. Jhansi Smart City Ltd further reserves the right to disqualify any Applicant, should it be so necessary at any stage.

7. Method of Allotment

Jhansi Smart City Ltd shall invite separate tenders from all Eligible Applicants who have shown interest through this Eoi. However, there is no obligation on the Jhansi Smart City Ltd to follow this process.

8. Formats for Submission

8.1. Form 1: Covering Letter

[Location, Date]

To: Chief Executive Officer, Jhansi Smart City Ltd

Dear Sir,

We, the undersigned, offer to provide the services for in accordance with your EOI for operation and maintenance of outdoor digital screens and variable message displays. We are hereby submitting our technical response, which includes all information sought under the EOI dated_____.

We hereby declare that all the information and statements made in this Response are true and accept that any misinterpretation contained in it may lead to our disqualification.

We understand you are not bound to accept any response you receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

Phone Number:

8.2. Form 2A: General Information

- i. Please provide details of the entity which is submitting an Eol for the project as follows:

1	Name of Entity	
2	Legal status (Public/Private Limited/ Proprietorship etc.)	
3	Country of Incorporation	
4	Date of Establishment (mm-yyyy)	
5	Principal place of business	
6	Presence in India (Y/N)	
7	Contact Details of Designated	
	Name	
	Designation	
	Address	
	Phone No	
	Email	

- ii. Type of Entity: [with supporting documents]
iii. Date of incorporation with documentary evidence (or equivalent certificate):

- iv. Registration detail of the entity with documentary evidence (or equivalent certificate):
- v. Brief description of the entity, organization structure and business.

8.3. Form 2B: Financial Information

Please provide with financial details about the Applicant along with necessary supporting documents. Annual reports for the last three (3) years must be attached to the response. Along with this, the Applicant must provide financial information in the following format:

Year	Annual Turnover (Rs.)
2022-2023	
2023-2024	
2024-2025	

On Behalf of (Name of the Applicant)

Signature of the Authorized Person

Name:

Designations:

8.4. Form 4A: Declaration for not being barred by the Central Government, any State Government, a statutory authority or a public sector

Declaration

(To be printed on Letter Head)

Sir/Madam,

This is to notify you that our Company / LLP / Partnership / Society / Proprietorship <Please delete whichever is not applicable> intends to submit a proposal in response to _____<insert name of the Project>, we also declare that our Company / LLP / Partnership / Society / Proprietorship

<Please delete whichever is not applicable> has not been blacklisted by any Central / State Government Department/ Public Sector Undertaking.

Sincerely,

(Signature of the Authorized Person)

Name:

Designation:

- 8.5. Form 4A: Declaration that, during the last three years, the Applicant has neither failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project or agreement nor have had any agreement terminated for breach by such Applicant.

Declaration

(To be printed on Letter Head)

Sir/Madam,

This is to notify you that our Company / LLP / Partnership / Society / Proprietorship <Please delete whichever is not applicable> intends to submit a proposal in response to _____ <insert name of the Project>, we also declare that our Company / LLP / Partnership / Society / Proprietorship <Please delete whichever is not applicable> has during the last three years, neither failed to perform on any agreement, nor has been evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award, nor been expelled from any project or agreement nor have had any agreement terminated for breach by us.

Sincerely,

(Signature of the Authorized Person)

Name:

Designation:

8.6. Format of Presentation

Please provide the following details to help us understand your project and technology management plan.

The Presentation shall focus on all the scope of work mentioned under section 3 of this document, added primary focus shall be on the following aspects.

- Technology details
- Rapid deploy ability
- Service Operations Model
- Roles and responsibilities of Stakeholders involved in proposed model.
- Structure of Presentation
 - Proposed activities, to be used for earning revenue
 - Details how maintenance of the site shall be done
 - Manpower deployment details
 - Proposed development on the site
 - Past work experience, if any

9. Project Site Photos

