

Notice Inviting Expression of Interest (EOI):



औरंगाबाद स्मार्ट सिटी डेव्हलपमेंट कॉर्पोरेशन लि.
(एएससीडीसीएल)

Aurangabad Smart City Development Corporation Ltd.
(ASCDCL)

Aurangabad Smart City Office, Near Aamkhas Maidan, Chh. Sambhajinagar- 431001.

Notice Inviting Expression of Interest (EOI) for Advertisement Rights for Digital Outdoor Displays in Chhatrapati Sambhajinagar on PPP Basis

ASCDCL invites EOIs from eligible advertising agencies for advertisement rights on 50 Digital Outdoor Displays installed at key locations in Chhatrapati Sambhajinagar, under a Public-Private Partnership (PPP) model.

Interested agencies may visit the official website www.aurangabadsmartcity.in for detailed terms, conditions, and submission guidelines.

The last date for submission of the EOI in a sealed envelope is 26-07-2025

Chief Executive Officer, ASCDCL

Invitation for Expression of Interest for Advertisement Rights for Digital Outdoor Displays in Chhatrapati Sambhajinagar on PPP Basis

Issued by : Aurangabad Smart City Development Corporation Limited, Chhatrapati Sambhajinagar

Date : 16/07/2025

Invitation for Expression of Interest

The Aurangabad Smart City Development Corporation Limited (ASCDCL), Chhatrapati Sambhajinagar invites Expression of Interest (EOI) from duly interested, qualified advertising agencies for grant of advertisement rights on 50 Nos of Digital outdoor displays, already installed and operating at various strategic locations in Chhatrapati Sambhajinagar city on PPP basis.

Scope of Work:

1. Conduct site survey of DOD screens at own cost; ASCDCL will assist with permissions. No claims for misunderstanding accepted.
2. ASCDCL has installed 50 Digital Outdoor Display (DOD) screens at various locations across the city and is currently maintaining them. The selected bidder shall be responsible for installing additional DOD screens, if required, either at the existing locations or at new locations proposed by the bidder, which should be commercially and socially viable. The cost of installation for the new DOD screens shall be borne by the bidder, who will share a percentage of the generated revenue with ASCDCL.
3. Install minimum P6/ P4 LED DODs (or better) as 10 ft x8 ft, 12 ft x 8 ft, or 10 ft x10 ft or bigger size as per requirement for greater visibility and impact and beautify the city look, ensuring better viewing distance greater than 10 m, with required infra.
4. Prepare, execute, and manage ad plans; maintain displays in clean, safe condition.
5. Pay electricity and network bills related to the DOD and DOD infra as required
6. Pay all applicable levies, and dues to authorities.
7. Promote DODs with cultural, social, tourism, and commercial content.
8. Display ASCDCL-approved social messages for 2 hours daily, extendable as needed.
9. Ensure all displayed content is legal and socially appropriate.
10. Provide online platform for ad space selection.
11. Upload content as per the bylaws of the Government.

12. License period is 15 years, extendable to 20 years by mutual agreement.
13. Conduct structural audits of all the installations once every three years.
14. This project shall be executed under a Public-Private-Partnership model. The revenue generated through commercial advertisements shall be shared between the advertising agency and ASCDCL as per the following terms:
 - The Advertising Agency shall pay the Authority a fixed percentage of the gross monthly advertisement revenue, or a minimum guaranteed amount, whichever is higher.
 - The revenue share percentage or the minimum guarantee amount shall be proposed by the Advertising Agency as part of the financial bid.
 - Advertising Agency shall remit the Authority's share on or before the 10th day of every subsequent month.
 - The Advertisement Agency shall submit a monthly revenue report with certified billing statements of all advertisers, duration of ads, and slot utilization.
 - ASCDCL reserves the right to audit the revenue records at any time during the contract period.
 - The Advertising Agency will collect advertisement fees directly from advertisers.
 - No direct collection from ASCDCL will be applicable unless stated otherwise.
15. List of existing locations of DODs within Chhatrapati Sambhajnagar under the scope of this project.

Sr No	Group	Location	Lat	Long	Jurisdiction
1.	Group 1 Cidco Jalgaon Road	SBI Chowk (Love Aurangabad)	19.879707	75.365573	CSMC
2.		Ambedkar Chowk	19.898029	75.362798	CSMC
3.		Chistiya Chowk	19.879972	75.359990	CSMC
4.		Cannaught Plaza 1	19.878721	75.363491	CSMC
5.		Cannaught Plaza 2	19.877470	75.364590	CSMC
6.	Group 2 Jalna Road	Azad Chowk	19.888501	75.354311	CSMC
7.		Central Naka 2	19.883565	75.353750	CSMC
8.		CIDCO Bus Stand	19.875574	75.366422	CSMC
9.		Dargah Chowk	19.859541	75.334929	CSMC

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Sr No	Group	Location	Lat	Long	Jurisdiction
10.		Baba Petrol Pump Junction	19.874140	75.315412	CSMC
11.		Nagar Naka	19.875568	75.299854	Cantonment
12.		Army Tank	19.874490	75.312975	Cantonment
13.		Start of CIDCO flyover (towards Jalna)	19.874675	75.363482	CSMC
14.		End of CIDCO flyover (towards Jalna)	19.872746	75.373664	CSMC
15.		Prozone Mall	19.877192	75.371013	CSMC
16.		Gajanan Maharaj Mandir	19.868661	75.350758	CSMC
17.		Seven Hills Signal (Sutgiri Road)	19.874772	75.352362	CSMC
18.		Pundlik Nagar	19.865664	75.356569	CSMC
19.	Group 3 Railway Station to Paithan gate	Aurangpura 1	19.882540	75.325873	CSMC
20.		Aurangpura 2	19.882906	75.326305	CSMC
21.		Nirala Bazaar	19.879707	75.323466	CSMC
22.		Kranti Chowk	19.872516	75.328218	CSMC
23.		Sillekhana	19.878596	75.328653	CSMC
24.		Paithan Gate	19.881060	75.329390	CSMC
25.		Gulmandi	19.885487	75.330063	CSMC

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Sr No	Group	Location	Lat	Long	Jurisdiction
26.		City Chowk Police Station	19.888370	75.330180	CSMC
27.		Shahgunj (Clock Tower)	19.887049	75.335779	CSMC
28.		Ahilyabai Holkar Chowk (Station Road)	19.867395	75.319373	CSMC
29.		Railway Station Premises	19.860377	75.311137	Railways/CSMC
30.		Railway Station Exit Gate	19.860908	75.310114	CSMC
31.	Group Station Road Harsul to 4	RTO Office	19.862916	75.310633	CSMC
32.		Jama Masjid (VIP Road)	19.892433	75.328483	CSMC
33.		CSMC HQ 1	19.890258	75.323804	CSMC
34.		Mill Corner 1	19.883891	75.316891	CSMC
35.		Mill Corner 2	19.884241	75.317213	CSMC
36.		Sathe Chowk	19.894248	75.337304	CSMC
37.		Delhi Gate	19.897624	75.337591	CSMC
38.		Bibi Ka Maqbara	19.899055	75.319251	CSMC
39.		Milind Chowk	19.883564	75.308602	CSMC
40.		Harsul T Point	19.914800	75.352451	CSMC
41.		High Court Main Gate	19.87487	75.358258	CSMC

Sr No	Group	Location	Lat	Long	Jurisdiction
42	Group 5	Espee Wine Shop	19.904768	75.357128	CSMC
43		Best Price	19.848118	75.296711	CSMC
44		Chaurangi Hotel	19.862016	75.347233	CSMC
45		Usmanpura Chowk (Station Road)	19.869674	75.325690	CSMC
46		Mahanubhav Ashram 1	19.854960	75.302220	CSMC
47		Central Bus Stand	19.881162	75.317484	CSMC
48		Central Naka 1	19.880874	75.353536	CSMC
49		BAMU Campus	19.900569	75.311639	CSMC
50		Opposite Taj Hotel	19.908592	75.345172	CSMC

Eligibility Criteria:

1. Applicant must be a reputed company willing to work on a PPP basis.
2. Must be a Proprietorship company or registered under the Companies Act or Partnership Act in India
3. Must be operating in India for at least 5 years prior to the EOI release.
4. Must have at least 5 years of experience in outdoor advertising.
5. Average annual turnover should be at least ₹10 crore per year in the last 3 financial years (2022 to 2025).
6. Must have managed at least 50 outdoor hoardings / Unipole displays in one Indian city within the last 5 years.
7. Should have sufficient manpower, equipment, and financial capacity to execute the work.
8. Preference shall be given to CBC/ DAVP empaneled agencies for hoardings, billboard in Maharashtra.
9. Preference for companies having registered office at Chh. Sambhajinagar.

Submission Requirements:

Interested, qualified advertisement agencies are requested to submit their EOI along with the following documents in a closed and sealed envelope:

1. Covering Letter expressing interest.
2. Company Profile, including past experience in any Government agencies which includes BOT or PPP projects.
3. Details of at least one previous project undertaken with documentary proof (Work orders, work client certificates and client contact details).
4. Financial capability documents- CA certified balance sheets, GST certificates, MSME certificates (if applicable), Banker certificate
5. Proposed methodology and approach for Licensing and maintenance.

Financial Bid Format

	% Revenue Collection to be shared with ASCDCL
All DODs as per this EOI	

Please Note –

- The % revenue collection to be shared with ASCDCL shall be minimum 5%, to be paid to ASCDCL on a monthly basis.
- There shall be an increase of 10% in the license fees every year after the completion of the first year from letter of allotment
- The qualified Proposals would be scrutinized based on the criteria mentioned herein. ASCDCL reserve right to invite price bid from qualified proposals received in response to this EOI or may invite open Bid also, for which Bid document/RFP will be issued separately.

Submission Deadline & Contact Details:

The Expression of Interest (EOI) along with the required documents must be submitted in a closed and envelope clearly marked “**Expression of Interest for advertisement rights on 50 Nos of Digital Outdoor Displays, already installed and operating at various strategic locations, by ASCDCL, under Smart City Mission, on PPP basis**”, to the undersigned on or before 26/7/2025 .

For any queries, please contact:

Email: admin@aurangabadsmartcity.in

Note:

Aurangabad Smart City Development Corporation Limited, Chhatrapati Sambhajinagar reserves the right to accept or reject any or all EOIs without assigning any reason.

Issued by:

Chief Executive Officer

Aurangabad Smart City Development Corporation Limited, Chhatrapati Sambhajinagar