Expression of Interest

EOI Invited for Design, Build, Operate &
Maintain Digital LED Display Advertising Boards
at 03 sites of Muziris Projects Ltd
EOI No. MPL/233/26 - Dated-11/11/2026

Last Date of Submission – 24th November 2026, 1.00pm
Date of Pre-bid Meet – 17th November 2026, 2.30pm



* Image shown here is only for illustrative purpose only
Not an offer for standard design.

MUZIRIS PROJECTS LIMITED
Department of Tourism, Government of Keralam

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Expression of Interest – EOI Invited for Design, Build, Operate & Maintain Digital LED Display Advertising Boards at 03 sites of Muziris Projects Ltd
EOI No. MPL/233/26 - Dated-11/11/2026

Muziris Projects Ltd invites sealed Expressions of Interest, under a two-bid system, from experienced investors to design, build, operate and maintain digital LED display advertising boards at Kottapuram Waterfront, Paravur Thattukadavu Waterfront and the Munakkal Muziris Beach Parking area at Azhikode.

1. Notice and key dates

EOI No: MPL- 233/26 Dated: 11/11/2026

Event	Date and time
Pre-bid meeting	17/11/2026, 2.30pm
Last date and time for submission of bids	24/11/2026, 1:00 PM
EOI Document Fees	Rs.1000 + GST
Opening of Technical Bids	Will be informed later
Technical presentation by qualified bidders	Will be informed later
Opening of Financial Bids	Will be informed later, only for technically qualified bidders
Bid validity	180 days from the last date of submission
EMD Amount as Demand Draft	Rs.50,000/-

2. Background and objective

Muziris Projects Ltd (MPL) is the company under the Department of Tourism, Government of Keralam set up to develop, conserve, preserve and promote the Muziris Heritage and related tourism activities across the zone. MPL intends to create revenue and improve visitor communication at its waterfronts and beach destinations through digital LED display advertising boards.

The objective of this EOI is to select an experienced investor who will, at its own cost, design, build, operate and maintain digital LED display boards at the three sites listed below. The selected bidder will earn advertising revenue and share an annual lease amount and a certain percentage of revenue with MPL for the contract period. MPL will also keep a defined share of airtime for public-interest, tourism and event messages.

3. Project sites

The sites below are offered on an as-is basis. Exact board locations, sizes and orientation will be proposed by the bidders after visiting the sites and subject to statutory approvals.

Site	Location	Proposed installation area	Board type	Number
1	Kottapuram Waterfront	Entry plaza / approach and waterfront promenade, as approved by MPL	Outdoor digital LED display	01
2	Paravur Thattukadavu Waterfront	Entry and visitor circulation area, as approved by MPL	Outdoor digital LED display	01
3	Munakkal Muziris Beach, Azhikode	Parking area / Entry Gate	Outdoor digital LED display	01

Bidders may bid for any or allthree sites.

4. Scope of work

The selected bidder will carry out the following at its own cost and risk.

1. **Design.** Prepare site-specific designs covering structure, foundation, LED module specification, display layout, power supply, earthing, lightning protection and aesthetics suited to a heritage and coastal setting. Obtain MPL approval before fabrication.
2. **Build.** Supply, fabricate, install, test and commission the boards, including civil and electrical works, grid power connection, backup and the content management system.
3. **Operate.** Sell and run advertising, manage content scheduling, pay all electricity and connectivity charges, and display MPL content in the free airtime share set out in the contract.
4. **Maintain.** Keep each board at a minimum uptime of 98 percent a month, with defined response and repair times, and carry out periodic structural and electrical safety checks.
5. **Compliance.** Obtain and renew all licences and permissions, including those of the local self-government institution, KSEB, Copy Rights & Public Viewing authority etc. where applicable, and other statutory bodies. Observe the advertising content code in the contract.
6. **Insurance and safety.** Maintain public liability, third-party and all-risk insurance, and design for coastal wind load, salt corrosion and monsoon conditions.
7. **Handover.** At the end of the contract, remove the boards and restore the site, or transfer the assets to MPL as decided by MPL in the contract.

Advertising for tobacco, alcohol, narcotics, betting, political parties, and any content that is obscene, offensive or against public order or the law will not be permitted.

5. Two-bid system

Bidders must submit two separate sealed envelopes inside one outer cover marked "**EOI Invited for Design, Build, Operate & Maintain Digital LED Display Advertising Boards at …… (Mention the location name) of Muziris Projects Ltd.- EOI No. MPL-233/26 Dated-11/11/2026**

Envelope	Contents	Opened
Envelope 1: Technical Bid	Annexure A with all supporting documents, EMD proof and the signed declaration	On the technical opening date, in the presence of bidders who attend
Envelope 2: Financial Bid	Annexure B only, on the prescribed format, with no conditions	Only for bidders who qualify in the technical evaluation, on a date notified by MPL

1. Any price or revenue-share figure shown in the Technical Bid will lead to rejection of the bid.
2. A Financial Bid that carries conditions, changes the format or is unsigned will be rejected.
3. The Financial Bids of bidders who do not qualify technically will be returned unopened.

6. Eligibility criteria

A bidder (sole proprietor, firm, company, LLP or consortiums) must meet all of the following.

1. Be a legally registered entity in India, with a valid PAN and GST registration.
2. Have at least 3 years of experience in outdoor or digital LED advertising, and have completed or be operating at least 03 digital LED display projects, each with 10 sq m or more of display area, in the last 03 years.
3. Have an average annual turnover of at least Rs.50Lakh in the last 3 financial years, supported by audited statements and a CA certificate.
4. Not have been blacklisted, debarred or terminated for default by any government body or public sector undertaking.
5. Have no pending litigation with MPL or the Government of Kerala that affects this project.
6. Submit the Earnest Money Deposit (EMD) of Rs.50,000/- by demand draft in favour of The Managing Director & CEO Muziris Projects Ltd, payable at Kodungallur, in the Technical Bid envelope.

A consortium must submit a joint-bidding agreement. All members are jointly and severally liable.

7. Evaluation

Stage 1 checks the eligibility criteria. Stage 2 scores the Technical Bid out of 100. Only bidders who score at least 70 will have their Financial Bids opened. Stage 3 ranks the qualified bidders on the Financial Bid.

Technical criterion	Maximum marks
Experience in LED display advertising (number, size and value of projects)	20
Financial strength (turnover and net worth)	10
Technical design and specification of the proposed boards	20
Operation and maintenance plan, uptime commitment and manpower	15
Advertising sales and marketing plan, including MPL free airtime share	15
Implementation schedule and approvals plan	10
Technical presentation to the evaluation committee	10
Total	**100**

The technically qualified bidder with the highest Monthly Lease Amount and Revenue share percentage to MPL (Annexure B) will be ranked H1 and invited for negotiation and award. If two bids are equal, the bidder with the higher technical score will be preferred. MPL may seek clarifications and may negotiate with H1 alone.

8. Submission instructions

1. Bids must be submitted in a sealed outer cover, with two sealed inner envelopes marked "Envelope 1: Technical Bid for location name……..." and "Envelope 2: Financial Bid for location name……". The bidder's name and address and the EOI reference number must appear on each.
2. Bids must be delivered by hand or registered post or speed post to: The Managing Director, Muziris Projects Ltd, Muziris International Convention Centre, Pullut PO 680663, Kodungallur, Thrissur-Kerala so as to reach before the deadline in Section 1. MPL is not responsible for postal delay.
3. All pages must be numbered, signed and stamped by the authorised signatory.
4. Bids must be in English. Amounts must be in Indian Rupees, in figures and in words.
5. Late, incomplete, or emailed bids will not be accepted.
6. Corrigendum if, will be published on Muziris website and bidders should check these regularly.

9. General terms and conditions

1. **Nature of this EOI.** This is an invitation for expressions of interest. MPL is not bound to accept any bid and may cancel or modify the process, in whole or part, at any time without giving reasons and without liability.
2. **Contract period.** 04 years from the date of commissioning, extendable by mutual agreement on terms set by MPL.

3. **Payment to MPL.** The selected bidder will pay the 03months quoted monthly lease amount in advance, on the same day of opening the financial bid.
4. **Security Deposit.** The selected bidder must furnish a security deposit of Rs.1,00,000 (One Lakh Only) within 05 days of the issue of work order. The EMD of the successful bidder will be adjusted against it. EMD of other bidders will be returned without interest after the award.
5. **Ownership.** Land and the right to display remain with MPL. The bidder gets only a license to use the approved locations and has no right, title or ownership in the property.
6. **Free airtime.** MPL may use up to 10% percent of daily display time, and more during notified events, for its own content at no charge.
7. **Approvals and cost.** All approvals, taxes, duties, power charges, insurance and maintenance costs will be borne by the bidder.
8. **Termination.** MPL may terminate the contract for default, including non-payment, breach of content rules, unsafe structures, or unauthorised subletting, after notice and an opportunity to cure.
9. **Assignment.** The contract cannot be assigned or sublet.
10. **Indemnity.** The bidder will indemnify MPL against claims arising from the project, including accidents, content and statutory violations.
11. **Disputes and law.** Indian law applies. Courts at Ernakulam, Kerala have exclusive jurisdiction.
12. **Fraud and conflicts.** Any false statement, canvassing or attempt to influence the process will lead to rejection and forfeiture of the EMD.

Annexure A: Technical Bid Format

To be placed in Envelope 1. (Do not show any price or revenue-share figure anywhere in this envelope)

Form A1: Bidder information

Item	Details
Name of the bidder	
Type of entity (proprietorship / firm / company / LLP / consortium)	
Year of incorporation	
Registered office address	
Name, designation,	
Phone No. & Email of Authorised signatory	
PAN, GSTIN	
Details of EMD (instrument no., date, bank, amount)	

Form A2: Compliance with eligibility criteria

Sl.	Criterion (Section 6)	Supporting document to be attached	Mention the Page no.
1	Registration, PAN and GST	Certificates	
2	Experience of at least 3 years in LED / outdoor advertising	Work orders, agreements	
3	Minimum 03 digital LED projects of 10 sq m or more in the last 03-04 years	Completion or performance certificates	
4	Average annual turnover for the last 3 financial years	Audited statements, CA certificate	
5	Positive net worth	CA certificate	
6	Not blacklisted or debarred	Affidavit (Annexure C)	
7	EMD	Demand Draft Details	

Form A3: Financial capacity

Financial year	Turnover (INR lakh)	Net worth (INR lakh)
FY 2023-24		
FY 2024-25		
FY 2025-26		

Form A4: Relevant experience

Sl.	Project name and location	Client Name	Display area (sq m) and number of boards	Contract value (INR lakh)	Period	Status (completed / ongoing)
1						
2						
3						

Form A5: Proposed technical specification of boards

One copy for each site: Kottapuram Waterfront, Paravur Thattukadavu Waterfront and Munakkal Muziris Beach Azhikode).

Parameter	Minimum requirement	Bidder's proposal (Attach More Details If any)
Display type	Outdoor, full colour, SMD LED	
Pixel pitch	P6 or finer, as suited to viewing distance	
Brightness	At least 5,000 nits with automatic dimming	
Ingress protection	IP65 or better front and IP54 or better rear	
Refresh rate and viewing angle	At least 3,840 Hz; 140 degrees horizontal or better	
Number and size of boards, with height above ground		
Structure	Hot-dip galvanised, corrosion-resistant, designed for coastal wind load as per IS 875	
Foundation and civil design	Certified by a structural engineer	
Power load, backup and surge and lightning protection		
Content management system	Cloud-based, remote scheduling, proof-of-play reports, MPL login	
Warranty on LED modules and controllers	At least 3 years	
Aesthetics and heritage fit	Design sketches and 3D renders	

Form A6: Operation and maintenance plan

Item	Bidder's proposal –Yes/No (Attach Details)
Maintenance team and manpower, with local presence	
Monthly uptime commitment (minimum 98 percent)	
Response and repair time for faults	
Preventive maintenance and safety audit schedule	
Spare parts and stock plan	
Content moderation and compliance process	
Insurance cover proposed	

Form A7: Advertising sales and marketing plan

Item	Bidder's proposal – Yes/No (Attach Details)
Sales strategy and target advertisers	
Number of ad slots, spot duration and loop length	
Free airtime offered to MPL (percent of daily time)	
Display of MPL tourism and event content	
Reporting and audit of advertising revenue to MPL	

Form A8: Implementation schedule

Activity	Duration (No. of Days to Complete)
Survey, Design and Submission to MPL	
Statutory approvals and power connection	
Fabrication and civil works	
Installation, testing and commissioning	
Start of commercial operation	

Enclosures

1. Company profile
2. Registration, PAN, GST and incorporation certificates.
3. Audited financial statements for the last 3 years
4. Work orders and completion certificates for the projects in Form A2.
5. Product datasheets and test certificates for LED modules and controllers.
6. Design drawings and renders for each site.
7. Declarations, signed and attested where indicated.
8. EMD instrument.

Annexure B: Financial Bid Format

To be placed in Envelope 2, on the bidder's letterhead, with no conditions. Amounts in Rupees exclusive of GST.

Subject: Financial Bid for the**EOI Invited for Design, Build, Operate & Maintain Digital LED Display Advertising Boards at …….. (Mention the location mame) of Muziris Projects Ltd.- EOI No. MPL-233/26 Dated 11/11/2026"**

I/We, have read and understood the EOI No. MPL-233/26 Dated 11/11/2026 and quote as below for the contract period of 04 years.

Form B1: Monthly payment to MPL

Sl.	**Site**	**Monthly Lease Amount to MPL (INR) In figures**	**Monthly Lease Amount to MPL (INR) In words**
1	Kottapuram Waterfront		
2	Paravur Thattukadavu Waterfront		
3	Munakkal Muziris Beach Parking area, Azhikode		
	Total Lease Amount		

Form B2:

Annual Escalation In **Percentage (%)**	***Revenue Share** **In Percentage (%)**

***Revenue share (**Share of gross advertising revenue percentage payable to MPL above the monthly payment)

Basis of ranking: The bidder with the highest value will be H1. In case of a mismatch, the amount in words will prevail.

Declaration:I/We confirm that this bid is unconditional, remains valid for 180 days from the last date of submission, and that we will pay the quoted amounts on the dates set out in the contract.

Signature: Name and Designation:

Company seal Place: Date:

Checklist before submission

- Outer cover and both envelopes sealed and marked
- All pages numbered, signed and stamped
- Forms A1 to A8 completed, with enclosures
- EMD included in the Technical Bid envelope
- Financial Bid (Forms B1, B2) in Envelope 2 only