



NEW TOWN KOLKATA DEVELOPMENT AUTHORITY

(A Statutory Authority Under Government of West Bengal)
Plot No. DG/13, Premises No. 04-3333, Action Area-ID,
New Town, Kolkata - 700 156

Notice No. 2297 /NKDA/EM-I/Misc-49/Digital Adv./2025 Dated : 11 -03-2026.

Request for Proposal (RFP) for Allotment of Digital Advertising Rights on Different Community Markets of NKDA.

RFP No. 02/NKDA/EM SEC/2025-26

Date of Issue : -03-2026

1. Project Background and Objective

NKDA has installed

04 (four) digital screens across various community/hawker markets in New Town, Kolkata which are as follows :

- At IC, CB Community Market (Size 3'2"x1'10")
- At IB, BD Community Market (Size 3'2"x1'10")
- At ID, DF Community Market (Size 3'2"x1'10")
- At NKDA Hawker Market (Old) near DCP Office (Size 3'2"x1'10")

The objective of this RFP is to select a professional agency to manage these screens, sell advertising slots, and generate revenue for NKDA through a **Highest Bidder (H1) selection model**, while ensuring the continued display of essential public information.

2. Scope of Work

The selected Agency shall be responsible for:

- Monetization:** Selling and managing digital advertising slots on the 04 designated screens.
- Content Management:** Scheduling and playing advertisements in a professional loop, ensuring seamless integration with NKDA's mandatory public information.
- Operations & Maintenance:** Comprehensive upkeep of the hardware and software associated with the screens to ensure a minimum **98% uptime**.
- Compliance:** Adhering to the NKDA Advertisement Policy and GoWB guidelines regarding public displays.

3. Eligibility Criteria

Bidders must fulfill the following technical and financial requirements:

Criteria	Requirement
Legal Status	Registered Company/LLP/Partnership Firm in India.
Technical Experience	Minimum 03 years of experience in DOOH advertising management.
Financial Turnover	Average annual turnover of INR 50 Lakhs in the last 03 financial years.
Local Presence	Must have a functional office or support team in Kolkata/New Town.

4. Selection Process (Two-Cover System and H1 Model)

The selection of the Agency will be based on a **Two-Cover System** (Technical Bid and Financial Bid) and the **Highest Bidder (H1) model**, in line with GoWB procurement norms.

- 1. Technical Bid (Cover-I):** This cover shall contain all documents related to eligibility, experience, technical proposal, and compliance with the Scope of Work. Only bidders who satisfy all the mandatory technical and eligibility criteria will be considered technically qualified.
- 2. Financial Bid (Cover-II):** This cover shall contain the financial offer, which must be quoted as the **Monthly License Fee (MLF)** payable to NKDA. The Financial Bids of only the technically qualified bidders will be opened.
- 3. H1 Selection:** The bidder offering the **Highest Monthly License Fee (MLF) of each screen** to NKDA will be declared the successful bidder (H1). NKDA reserves the right to negotiate the final MLF with the H1 bidder. In case of a tie, the bidder with the highest technical score (if a scoring system is used) or the highest average annual turnover will be selected.

5. Financial Terms and Bid Security

1. **Reserve Price (RP):** NKDA has fixed a minimum acceptable **Monthly License Fee (MLF) per screen** (excluding GST) which will not be disclose as per Finance Department Order. Bidders must quote an MLF equal to or higher than the RP. The Bidders are required to submit the Financial Bid as per the Proforma BOQ as mentioned in Annexure-A.
2. **Earnest Money Deposit (EMD):** A mandatory EMD of **INR 20,000/- (Rs. Twenty thousand) only** shall be deposited through Demand Draft/Banker's Cheque in favour of "New Town Kolkata Development Authority" payable at Kolkata. **The Earnest Money of the successful bidder will be converted to security deposit**
3. **Performance Bank Guarantee (PBG):** The successful bidder must submit an unconditional and irrevocable PBG from a nationalized/scheduled bank equivalent to **6 (six) months** of the quoted MLF within 15 days of the Letter of Intent (LoI). The PBG shall be valid for the entire contract period plus an additional six months.
4. **Payment Cycle:** The quoted Monthly License Fee (MLF) must be paid in advance on a quarterly basis, along with applicable Goods and Services Tax (GST). Failure to pay on time will attract penal interest as per NKDA norms.

6. General Terms and Conditions (GCC)

1. **Contract Period:** The contract shall be for an initial period of 3 **(three) years**, extendable by mutual consent based on satisfactory performance and prevailing NKDA policy.
2. **Content Compliance:** The Agency must strictly adhere to the NKDA Advertisement Policy and the provisions of the NKDA Act. Content must be strictly commercial. Content that is offensive, indecent, or promotes social disharmony, or is political/religious in nature, is strictly prohibited.
3. **Mandatory Public Service Airtime:** A minimum of **20% of the total daily airtime** must be dedicated to the display of NKDA's public information, including Agri commodity prices and public service announcements, free of cost.
4. **Maintenance and Uptime:** The Agency shall be solely responsible for all maintenance costs. A minimum uptime of **98%** must be maintained, failing which penalties will be imposed as per the Service Level Agreement (SLA) to be finalized.
5. **Termination:** NKDA reserves the right to terminate the contract with a 30-day written notice in case of a material breach of contract, non-payment of license fees, or consistent failure to meet the minimum uptime guarantee.

6. **Dispute Resolution and Jurisdiction:** All disputes arising out of or in connection with this RFP shall be subject to the exclusive jurisdiction of the Courts in Kolkata, West Bengal. The dispute shall first be attempted to be resolved amicably through mutual consultation. If no amicable settlement is reached, the matter shall be referred to arbitration as per the provisions of the Arbitration and Conciliation Act, 1996, as amended. The venue of arbitration shall be Kolkata.

7. Instruction to bidders

Bid Data Sheet

Sl. No.	Section	Remarks
1	Project	Allotment of Digital Advertising Rights on Different Community Markets of NKDA.
2	Location	04 (four) digital screens across various community/hawker markets in New Town, Kolkata which are as follows : a). At IC, CB Community Market (Size 3'2"x1'10") b). At IB, BD Community Market (Size 3'2"x1'10") c). At ID, DF Community Market (Size 3'2"x1'10") d) At NKDA Hawker Market (Old) near DCP Office (Size 3'2"x1'10")
3	NKDA	New Town Kolkata Development Authority
4	Duration	3(three) years
5	Earnest Money Deposit (EMD)	Rupees 20,000/- (Rs. Twenty thousand) only. The EMD shall be deposited through Demand Draft/Banker's Cheque in favour of "New Town Kolkata Development Authority" payable at Kolkata. The Earnest Money of the successful bidder will be converted to security deposit

Sl. No.	Section	Remarks
6	Mode of Selection	Highest monthly license fee will be accepted subject to fulfilment of eligible criteria.
7	Bidding Parameter	Highest monthly fee to be offered per month excluding GST. The highest bidder will be chosen for engagement subject to fulfilling all the other terms and conditions. The quoted rate should be quoted in the prescribed BOQ format (Annexure-A) and no other document will be accepted.
8	Submission of Bid	The intendent bidder will submit the bid along with credential & EMD in sealed envelope to be drop in the Tender Box kept in the Office Chamber of Estate Manager-I, NKDA on working days within the last submission period.
9	Bid Publication Date and time	11-03-2026 at 2:00 PM
10.	Last Date and time of uploading the bid	02-04-2026 upto 3:00 PM
11.	Date of opening bid	02-04-2026 at 4:00 PM

8. Documents to be submitted

1. Bidder must submit documents e.g. PAN, GST Registration Certificate, Certificate of Enlistment, Audited Balance Sheet for 2022-23, 2023-24 and 2024-25 along with certificate of Chartered Accountant in respect of Average Annual Turn-over.

2. A declaration that the firm was not black listed in past 5(five) years and also there is no black-listing/debarment on firm at present.

3. Credential certificates for executing the similar work/s in last 5(five) years.

9. Contact Details

Administrative Officer (Estate Management), New Town Kolkata Development Authority (NKDA)

Address: Plot No. DG/13, Premises No. 04-3333, Action Area – ID, New Town, Kolkata-700156

Email: aoem@nkda.in

Phone: 033-35050015



Administrative Officer (Estate Management)
New Town Kolkata Development Authority

Memo No : 2297/1⁽⁵⁾/NKDA/EM-I/Misc-49/Digital Adv./2025

Dated : 11-03-2026

Copy forwarded for information to :

1. The Administrative Officer (R & IT), NKDA
2. The Finance Officer, NKDA
3. The Assistant Engineer (System), NKDA – with a request to upload in Official Website of NKDA.
4. The PA to the Hon'ble Chairman, NKDA
5. The PA to the Chief Executive Officer, NKDA



Administrative Officer (Estate Management)
New Town Kolkata Development Authority

ANNEXURE – A

PROFORMA OF BOQ

(TO BE SUBMITTED IN SEPARATE SEALED ENVELOPE)

Details of work	Quoted monthly License Fee for each screen in Rs. excluding GST (both in figure and word)
Allotment of Digital Advertising Rights on Different Community Markets of NKDA for a period of 3(three) years.	

**Signature of the applicant
(Full name of the applicant)**

Date :