

EXPRESSION OF INTEREST (EOI)

**Selection of Project-Specific Backend Media Partners for
Commercialisation of Advertising Inventory on Approximately
850 AC Electric Buses in Delhi**

**EOI Reference No.: KSMCA/EOI/DELHI-EBUS/2026/01
Date: 26.08.2026**

Issued by

**KARNATAKA STATE MARKETING COMMUNICATION AND ADVERTISING
LIMITED (KSMCA)**

Government of Karnataka Enterprise


Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

1. INVITATION

Karnataka State Marketing Communication and Advertising Limited (KSMCA) invites **Expression of Interest (EOI)** from established **Media, OOH, Transit Media, Advertising and DOOH agencies** for selection as **project-specific backend media partners** for commercialisation of advertising inventory on approximately **850 AC Electric Buses operating in Delhi.**

The selected agencies will be responsible for advertiser mobilisation, media sales, campaign coordination and related commercial activities for the allocated bus inventory.

2. NATURE OF OPPORTUNITY

The opportunity involves approximately:

850+ AC ELECTRIC BUSES – DELHI

The selected agencies may be allocated a specific number of buses depending upon:

- Technical qualification
- Commercial offer
- Agency capability
- Advertiser network
- Proposed bus commitment
- Operational capacity
- Overall suitability

KSMCA may allocate the available inventory among **one or more selected agencies.**

Selection of an agency for a particular number of buses shall not create any right to the balance inventory.

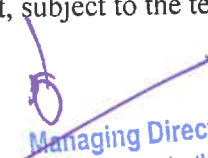
“Indicative Base Commercial Value: ₹20,000 / Bus / Month”

3. CONTRACT PERIOD

The proposed contract period shall be:

Five (5) Full Years

from the date of commencement of the agreement, subject to the terms and conditions of the final agreement.


Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

4. ELIGIBILITY

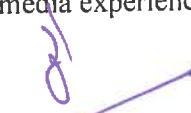
Applicants should be established entities having experience in **OOH / Outdoor / Transit / Media Advertising**.

Experience may be from **anywhere in India**.

Qualifying experience may include:

- Bus advertising
- Metro / Railway advertising
- Airport advertising
- Billboards / Hoardings
- Highway / Roadside OOH
- Street furniture
- Transit media
- DOOH / Digital OOH
- Railway station media
- Public transport advertising
- Large-format outdoor campaigns
- Other comparable OOH / Transit media activities

Previous bus advertising experience shall not be mandatory, provided the applicant has relevant and demonstrable OOH / Transit media experience.


Managing Director

Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

5. TECHNICAL EVALUATION

The technical proposal shall carry **100 marks**.

Minimum qualifying score: 70/100

Only agencies securing **70 marks or above** shall qualify for opening of their Financial Proposal.

Sl. No.	Technical Criterion	Maximum Marks
1	Average Annual Turnover	20
2	OOH / Outdoor / Transit Media Experience – Pan India	20
3	Large-Scale OOH / Transit Media Experience	20
4	Delhi/NCR Operational Capability	10
5	Manpower / Sales & Execution Team	15
6	Advertiser / Client Network	15
	TOTAL	100

6. DETAILED TECHNICAL SCORING

6.1 Average Annual Turnover – 20 Marks

Based on average annual turnover for the prescribed financial years:

Average Annual Turnover	Marks
₹1 Cr to ₹5 Cr	5
Above ₹5 Cr to ₹10 Cr	10
Above ₹10 Cr to ₹25 Cr	15
Above ₹25 Cr	20

Documentary evidence: Audited financial statements / CA certificate.


Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

6.2 OOH / Outdoor / Transit Media Experience – 20 Marks

Relevant Experience	Marks
1–3 years	5
Above 3–5 years	10
Above 5–10 years	15
Above 10 years	20

Experience anywhere in India shall be considered.

6.3 Large-Scale OOH / Transit Media Experience – 20 Marks

Experience shall be evaluated based on the **number, scale and value of significant OOH / Transit media projects handled.**

The evaluation may consider projects involving:

- Large media inventory
- Multiple locations
- Large geographic coverage
- Large advertiser campaigns
- Transit / public transport networks
- Metro / railway / airport media
- Large outdoor/DOOH networks

The applicant shall provide documentary evidence showing the **nature and scale/value of the projects.**

6.4 Delhi/NCR Operational Capability – 10 Marks

Capability	Marks
Operational capability to service Delhi/NCR	5
Established Delhi/NCR office with dedicated team	10


Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

6.5 Manpower / Sales & Execution Team – 15 Marks

Relevant Manpower	Marks
5–10 personnel	5
11–25 personnel	10
26 or more personnel	15

The manpower should be relevant to sales, business development, media operations and campaign execution.

6.6 Advertiser / Client Network – 15 Marks

Major Clients / Advertiser Network	Marks
5–10 major clients	5
11–25 major clients	10
26+ major clients	15

Documentary evidence may be requested.

7. DOCUMENTARY EVIDENCE

Applicants shall provide appropriate supporting documents for claims made in the technical proposal.

Unsupported claims may not be considered for scoring.

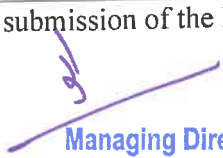
KSMCA may seek clarification or additional documentary evidence wherever required.

8. EOI DOCUMENT / PROCESSING FEE

The applicable **non-refundable EOI Document / Processing Fee** shall be:

Category	Fee
General / Other Applicants	₹11,800
Start-ups & Women Entrepreneurs	₹5,900
SC/ST Entrepreneurs	₹2,950

The applicable fee shall be paid before submission of the EOI.


Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

The applicant shall **attach/upload the payment receipt/proof of payment along with the EOI submission.**

Applicants claiming a concessional fee shall submit the relevant supporting certificate/document.

EOIs submitted without the applicable fee and valid payment proof may be rejected.

9. EMD

No EMD / Bid Security shall be applicable for submission of this EOI.


Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

11. FINANCIAL EVALUATION & H1

Financial Proposals shall be opened only for technically qualified applicants.

KSMCA shall determine the **highest acceptable commercial offer (H1)** among the technically qualified applicants.

Technically qualified applicants may be invited to **match the finally accepted H1 commercial rate**, subject to their written acceptance.

Final allocation of buses shall be decided by KSMCA based on:

- Commercial commitment
- Number of buses proposed
- Technical capability
- Advertiser network
- Operational capacity
- Overall suitability
- Project requirements

KSMCA may allocate inventory to **one or more agencies**.

12. PERFORMANCE BANK GUARANTEE

No EMD shall be required.

Each selected agency shall furnish a **Performance Bank Guarantee equivalent to six (6) months of the agreed monthly commercial commitment**.

The PBG shall be calculated based on the **number of buses finally allocated to the agency**.

Example

If an agency is allocated 100 buses at ₹20,000 per bus/month:

$$100 \times ₹20,000 \times 6 \text{ months} = ₹1.20 \text{ Crore PBG}$$

The PBG shall be submitted within the stipulated period and shall remain valid as prescribed in the final agreement.


Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

13. PROJECT-SPECIFIC BACKEND PARTNER

The agencies selected under this EOI shall be considered/appointed as:

Project-Specific Backend Media Partners

Their appointment shall be **restricted to the identified Delhi AC Electric Bus Advertising Project only.**

Selection under this EOI:

- Shall **not constitute general empanelment with KSMCA**
- Shall not provide eligibility for other KSMCA tenders/projects
- Shall not create any claim over other KSMCA assignments
- Shall not replace or affect KSMCA's separate regular empanelment process

Any general empanelment with KSMCA shall be governed exclusively by the **separate regular KSMCA empanelment process.**

14. PAYMENT DEFAULT & TERMINATION

The selected agency shall make the agreed monthly payment to KSMCA as specified in the final agreement.

KSMCA shall have the right to terminate the agreement in case of:

- **Default in payment for two consecutive months**
- Material breach of the agreement
- Violation of applicable laws/rules
- Misuse of advertising inventory
- Failure to fulfil agreed commitments
- Any other material contractual or operational issue

KSMCA shall also have the right to invoke the PBG in accordance with the final agreement.


Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

15. RESPONSIBILITIES OF SELECTED AGENCY

The selected agency shall be responsible for activities assigned under the agreement, including:

- Advertiser acquisition
- Media sales
- Client coordination
- Campaign booking
- Creative coordination
- Campaign execution coordination
- Ensuring compliance with permitted advertising formats
- Coordination with KSMCA and concerned operational agencies
- Timely payment of the agreed commercial commitment

16. SUBMISSION OF EOI

The EOI application shall be submitted **online through the designated portal on the Sampatti website.**

Interested agencies shall follow the steps below:

Step 1 – Visit the EOI Portal

Visit www.ksmcasampatti.com and access the link provided for the Delhi AC Electric Bus Advertising EOI.

Step 2 – Download & Read the EOI

Download the complete EOI document and carefully read the eligibility criteria, technical evaluation, commercial terms and other conditions before applying.

Step 3 – Select Applicant Category & Pay EOI Fee

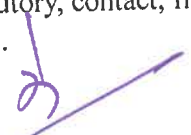
Select the applicable category:

- General / Other Applicant – ₹11,800
- Start-up / Women Entrepreneur – ₹5,900
- SC/ST Applicant – ₹2,950

Complete the online payment and retain the payment/transaction reference.

Step 4 – Complete Online Application Form

Enter the required organisation, statutory, contact, financial, experience, manpower and client details in the prescribed online form.


Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

Step 5 – Upload Supporting Documents

Upload the required documentary evidence against each relevant criterion/field, including GST, PAN, turnover, experience, project credentials, manpower and other applicable documents.

Step 6 – Submit Technical Proposal

Review all information and uploaded documents and submit the Technical Proposal through the portal.

Step 7 – Submit Financial Proposal

Technically qualified applicants, as per the EOI conditions, shall submit their Financial Proposal through the designated online financial submission facility.

Step 8 – Final Submission & Acknowledgement

After successful submission, the applicant shall receive an **EOI Application / Acknowledgement Number** along with the date and time of submission. Applicants shall retain the acknowledgement for future reference.

Note: Applicants shall ensure that all information furnished and documents uploaded are complete, accurate and legible. Incomplete applications or applications without the required documents/payment may be rejected.

3
Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

Suggested email subject:

EOI – Delhi AC Electric Bus Advertising Opportunity – [Agency Name]

Last Date & Time: 05.09.2026 at 5.00 pm

Late submissions shall not be considered.

17. CONFIDENTIALITY

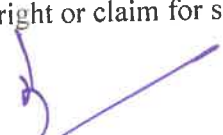
Applicants shall maintain confidentiality regarding project information, commercial terms and other information shared by KSMCA during the EOI and subsequent discussions.

18. RIGHT OF KSMCA

KSMCA reserves the right to:

- Accept or reject any or all EOIs
- Seek clarifications
- Shortlist applicants
- Negotiate commercial terms
- Allocate inventory among multiple agencies
- Modify the allocation of buses
- Cancel or withdraw the EOI
- Amend the EOI before the submission deadline
- Take any decision in the interest of the project and KSMCA, subject to applicable rules and approvals

Submission of an EOI shall not create any right or claim for selection or allocation of advertising inventory.


Managing Director
Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

19. APPLICATION FORM

SI No	Particulars	Details
1	Name of Organisation	
2	Constitution Company / LLP / Partnership / Proprietorship / Other	
3	Registered Address	
4	Delhi/NCR Office Address	
5	Contact Person	
6	Mobile	
7	Email	
8	GST	
9	PAN	
10	Average Annual Turnover (for last 3 years)	
11	Years of OOH/Transit Experience	
12	Number of Major OOH/Transit Projects	

20. DECLARATION

We hereby declare that the information and documents submitted by us are true and correct to the best of our knowledge and belief.

We have understood and accepted the conditions of the EOI and agree that selection, if any, shall be subject to the final agreement and approval of KSMCA.

Name of Authorised Signatory:

Designation:

Organisation:

Signature & Seal:

Date:

KARNATAKA STATE MARKETING COMMUNICATION AND ADVERTISING LIMITED (KSMCA)

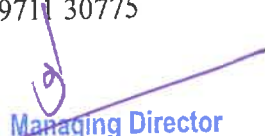
Government of Karnataka Enterprise

Contact for any clarifications :

Business Advisor : 96323 79631

Delhi Branch Head : 96544 55995

Technical Clarifications : 99711 30775


Managing Director

Karnataka State Marketing Communication & Advertising Limited
(A Government of Karnataka Enterprise)
MCA House, 42, Millers Road, Bengaluru - 560 001

Financial Proposal

(Separate PDF file, on the Letter Head)

Only applicants securing **70 marks or above** in the technical evaluation shall qualify for opening of their Financial Proposal.

Indicative Base Commercial Value: ₹20,000 per bus per month
(This is an indicative benchmark for the EOI and shall not be construed as a fixed or minimum price. Applicants are required to submit their best commercial offer.)

The applicant shall quote its **best commercial commitment per bus per month**.

The Financial Proposal shall clearly indicate:

Particular	Applicant's Offer
Proposed number of buses	_____
Monthly commercial commitment per bus	₹ _____
Total monthly commitment	₹ _____
Proposed contract period	5 Years

The applicant shall also confirm its ability to maintain the committed monthly payment irrespective of advertiser utilisation, subject to the final agreement.

Name of Authorised Signatory:

Designation:

Organisation:

Signature & Seal:

Date:


Managing Director

Karnataka State Marketing Communication & Advertising Limited

(A Government of Karnataka Enterprise)

MCA House, 42, Millers Road, Bengaluru - 560 001