

**REQUEST FOR PROPOSAL**

**Tender document No:** \_\_\_\_\_

**Dated:** 02.03.2026



**REQUEST FOR PROPOSAL**

**FOR**

**SELECTION OF AGENCY FOR INSTALLATION, OPERATION,  
MAINTENANCE, AND COMMERCIAL MANAGEMENT OF  
ADVERTISEMENT PANELS INFORMATION ON DESIGNATED OMFED  
MILK BOOTHS**

**FOR THE ODISHA STATE COOPERATIVE MILK PRODUCERS' FEDERATION  
LTD. (OMFED)**

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## E-Procurement notice

**THE ODISHA STATE CO-OPERATIVE MILK PRODUCERS' FEDERATION LTD-2,  
SAHID NAGAR, BHUBANESWAR PHONE: 0674 – 2546030 / 2546121 / 2540417  
FAX NO: 0674 – 2540974 Website: www.omfed.com E-mail: omfed@yahoo.com**

### Tender document No.

**Sr.**

**No.**

**Item**

**Details**

- | Sr. No. | Item  | Details   |
|---------|---|---|
| 1.      | <b>Work name</b>  | Selection of a Agency for Installation, Operation, Maintenance, and Commercial Management of Branded LED Information Booths on a Revenue Sharing Model.   |
| 2.      | <b>Availability of tender documents on the e-tendering portal of Government of Odisha</b> | Date: 02.03.2026 ; Time: 10.00 AM   |
| 3.      | <b>Last date for sending queries to OMFED</b>   | Date 23.03.2026; Time: Till 3.00pm EOD. Queries may be sent by email to <b>omfed@yahoo.com</b>  |
| 4.      | <b>Pre-bid meeting</b>  | Date:12.03.2026 ; Time: 03:00 PM; Venue: physical mode  |
| 5.      | <b>Issue of responses to pre-bid queries, addendum / corrigendum, if required</b>         | Date13.03.2026  |
| 6.      | <b>Bid Due Date</b>   | Date 23.03.2026 ; Time: 03:00 PM  |
| 7.      | <b>Opening of Technical Bid</b>   | Date: 23.03.2026 ; Time: 04:00 PM   |
| 8.      | <b>Presentation on Technical Solution &amp; Commercial Model</b>                          | To be informed to Technically Pre-Qualified Bidders   |
| 9.      | <b>Opening of Price Bid</b>   | To be informed to Technically Qualified Bidders   |
| 10.     | <b>Tender Paper Fee (nonrefundable) including GST</b>                                     | <b>Amount: INR 2,000 /- (Rupees Two Thousand only) including GST@18%.</b> Co-operatives, Government bodies, NSIC and MSME registered firms are exempted from paying Tender Paper Fee/ Cost, subject to submission of valid certificates and meeting all other Qualification Criteria as per Govt. of India norms. |

**Tender document No.**

**Sr.**

**No. Item**

**Details**

11.	<b>Earnest Money Deposit (EMD)</b>	<b>Amount: INR 3,00,000 (Rupees Three Lakh only)</b> Co-operatives, Government bodies, NSIC and MSME registered firms are exempted from paying EMD, subject to submission of valid certificates and meeting all other Qualification Criteria as per Govt. of India norms (Rule 170 of General Financial Rules (GFR) 2017 – Bid Security).
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**Demand Drafts:** a. The tender paper cost & EMD in the form of DD in original issued from any Nationalized/ Scheduled bank in favour of OMFED payable at Bhubaneswar shall have to be deposited in a sealed envelope along with the technical bid within the scheduled time at the OMFED Corporate office, Bhubaneswar. b. Non-submission of Tender Cost and EMD will lead to outright rejection.

All other details can be seen from the Tender Document available on the e-procurement portal of the Government of Odisha ([www.tendersodisha.gov.in](http://www.tendersodisha.gov.in)) and on the website of OMFED ([www.omfed.com](http://www.omfed.com)). OMFED reserves the right to reject any or all bids without assigning any reason thereof.

**Sd/- Managing Director OMFED**

**1. Schedule for the Tender**

**Sl.**

**No. Parameter**

**Details**

1.	Date of publication of Tender	Date:02.03.2026 Time: 10:00 AM
2.	Availability of tender documents	Date: 02.03.2026 Time: 10:00 AM on <a href="http://www.tendersodisha.gov.in">www.tendersodisha.gov.in</a> & <a href="http://www.omfed.com">www.omfed.com</a>
3.	Last date for sending queries to OMFED	Date: 23.03.2026 ; Time: Till 3.00 pm EOD. Email to <a href="mailto:omfed@yahoo.com">omfed@yahoo.com</a>
4.	Pre-bid meeting	Date:12.03.2026 ; Time 3:00 PM; Venue: Physical mode & will be intimated by mail
5.	Issue of responses to pre-bid queries	Date 13.03.2026
6.	Bid Due Date	Date:23.03.2026 ; Time: 03:00 PM
7.	Opening of Technical Bid	Date:23.03.2026 ; Time: 04:00 PM

Sl. No.	Parameter	Details
8.	Presentation by Bidders	To be informed to Technically Pre-Qualified Bidders
9.	Opening of Price Bid	To be informed to the Technically Qualified Bidders

## 2. DATA SHEET

Sl. No.	Parameter	Details
1.	<b>Name of tender</b>	Selection of a Service Provider for Installation, Operation, Maintenance, and Commercial Management of Branded LED Information Booths.
2.	<b>Mode of tendering</b>	e-tender through <a href="http://www.tendersodisha.gov.in">www.tendersodisha.gov.in</a>
3.	<b>OMFED Website</b>	<a href="http://omfed.com/">http://omfed.com/</a>
4.	<b>Tender Paper Fee / EMD</b>	As per E-Procurement Notice.
5.	<b>Security Deposit</b>	Rs3,00,000.00(Rupees Three Lakh only) by the selected bidder before execution of Agreement.
6.	<b>Contract Duration</b>	<b>Three (3) Years</b> from the date of Go-Live of the first booth, extendable for another two years based on performance and mutual agreement.
7.	<b>Delivery &amp; Installation Period</b>	<b>90 Days</b> from the date of the work order to make all booths Go-Live.
8.	<b>Quantity of Booths</b>	<b>10 Units (Pilot Phase)</b> to be installed at locations specified by OMFED within Bhubaneswar.
9.	<b>Technical Specifications of LED Booth</b>	
	<b>Structure &amp; Material</b>	Free-standing, aesthetically designed kiosk made of Mild Steel (MS) structure with Aluminum Composite Panel (ACP) cladding. Weatherproof (IP55 rated enclosure for electronics).
	<b>Overall Dimensions</b>	Approx. 7 ft (Width) x 4 ft (Height) x 1.5 ft (Depth).
	<b>Branding</b>	Static OMFED branding on the booth structure as per approved design.

Sl. No.	Parameter	Details
	<b>LED Display Screen</b>	
	Size & Type	(7"x4"x1.5")Commercial Grade Digital Signage Display.
	Resolution	Full HD (1920x1080) or higher.
	Brightness	Minimum 1500 nits for clear outdoor/daylight visibility.
	Protection	4mm Toughened Anti-Glare Glass in front of the display.
	<b>Internal Hardware</b>	
	Media Player	Industrial grade mini-PC/Android Box with sufficient processing power and storage for smooth 24x7 video playback.
	Connectivity	In-built 4G LTE router with SIM slot and Wi-Fi capability.
	<b>Software</b>	
	Content Management System (CMS)	Cloud-based, user-friendly CMS to be provided by the bidder, allowing remote content upload, scheduling, and monitoring for both branding zones.
	<b>Branding Area on LED Screen</b>	
	Government/OMFED Branding	<b>25% (1/4th) of the screen area.</b> Content to be managed by OMFED through the CMS.
	Commercial Advertising	<b>75% (3/4th) of the screen area.</b> Content and ad sales to be managed by the service provider.

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### 3. Introduction

4.1 The Odisha State Cooperative Milk Producers' Federation Limited (OMFED) is a key institution in Odisha's dairy sector, dedicated to public service and brand promotion.

4.2 To enhance its public outreach and create modern, self-sustaining promotional assets, OMFED intends to establish a network of Digital LED Information Booths at strategic, high-

footfall locations. These booths will serve a dual purpose: disseminating information about OMFED and Government initiatives, and generating revenue through commercial advertising.

4.3 Accordingly, OMFED invites proposals from experienced agencies in the OOH & Digital Out-Of-Home (DOOH) media sector to partner on a Build, Operate, and Manage basis. The selected service provider will be responsible for the complete lifecycle of the project, including the initial investment in hardware (CAPEX), installation, day-to-day operations, technical maintenance, and the commercial management of advertising space on a revenue-sharing model on royalty basis monthly.

4.4 The project envisions a partnership where the service provider leverages its expertise to create a successful advertising platform, while OMFED benefits from a dedicated branding channel and a share of the generated revenue.

4.5 In order to strengthen operational continuity and ensure alignment with existing distribution frameworks, priority in tender evaluation shall be extended to applicants currently integrated into OMFED's supply chain or formally associated as business partners.

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#### 4. Scope of Work

The selected agency's responsibilities will be comprehensive, covering all aspects from fabrication to revenue generation:

##### 4.1 Phase 1: Fabrication, Supply, and Installation

- **Design Finalization:** Advertisement panel shall be mounted on the top of OMFED designated Booth
- **Fabrication & Integration:** Fabricate & Installation of the 10 weatherproof Advertisement panel and integrate them with the specified LED screens, media players, and connectivity hardware.
- **Site Survey & Permissions:** Conduct joint site surveys with OMFED officials to finalize exact installation points. The agency shall be responsible for securing any local-level permissions required for installation, with OMFED providing necessary authorization letters.
- **Civil Work & Installation:** Undertake minor civil work (foundation, etc.) and install the Advertisement panels & accessories ensuring secure and safe mounting.
- **Commissioning:** Connect the Advertisement panel with power sources, configure the CMS, and make all 10 Add panel "Go-Live" (fully operational) within the 90-day timeline. OMFED will not share any Advertisement cost for Advertisement in 25% space in the area of Advertisement panel.

##### 4.2 Phase 2: Operations and Maintenance (O&M)

- **Content Management System (CMS):** Provide and maintain a robust, secure, and user-friendly cloud-based CMS. OMFED must be given dedicated login credentials

with full administrative rights over the upper 1/4th branding zone across all Advertisement panels.

- **Technical Uptime:** Ensure a minimum operational uptime of **98% per month** for each Advertisement Panel, calculated during operational hours (e.g., 8 AM to 10 PM).
- **Maintenance & Support:** Provide comprehensive on-site and remote technical support. This includes all repairs, replacements, and preventive maintenance of hardware and software at the agency's cost for the entire contract duration.
- **Utilities & Connectivity:** The service provider shall be solely responsible for arranging and paying for the electricity connection, monthly electricity bills, and the 4G data/internet connectivity for all booths. These costs should be factored into the commercial model.
- The Agency will install separate sub- meter for each panel with its own cost at the designated Omfed Booth where the Advertisement panels will be Installed.

#### 4.3 Phase 3: Commercial Management and Revenue Sharing

- **Marketing & Sales:** The agency shall be exclusively responsible for marketing, sales, and management of the commercial advertising space.
- **Ad Content Moderation:** The agency must ensure that all commercial advertisements are compliant with ASCI (Advertising Standards Council of India) guidelines and are not offensive, political, or in conflict with OMFED's brand values.
- Advertisement related to Omfed competitors are strictly not prohibited & Advertisement related to Tobacco, Alcohol & items which are injurious to human health are strictly prohibited.
- **Revenue Sharing:** The Agency shall share rental display charges to OMFED on a square foot basis, which will be calculated on the monthly basis. The applicable rate has to be quoted by the Agency in its financial bid.
- **Payment:** The agency shall remit OMFED's revenue share to its bank account within 15 days of the end of each calendar month.

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#### 5. Minimum Eligibility Criteria

The agency must fulfill the following conditions to be eligible for technical evaluation.

Sl.No.	Criteria	Required Documents
<b>A</b>	<b>Technical Criteria</b>	
5.1	The bidder should be a registered Indian company/LLP/Propertorship.	Certificate of Incorporation/Registration/Partnership deed
5.2	The bidder must have a valid GST	Copies of PAN and GSTIN (All 3 pages) KYC of all Directors/Partners.

Sl.No.	Criteria	Required Documents
	registration certificate and PAN.	
5.3	The bidder should have an operational office in Odisha.	registration certificate. Undertaking and proof of address along with proof of Additional place of business in Odisha
5.4	The bidder should not be blacklisted by any Government Department/PSU.	Self-declaration undertaking on notary paper.
5.5	The bidder must have prior experience in the <b>OOH / Digital Out-of-Home (DOOH) advertising or digital signage industry.</b>	Company profile and description of services.
5.6	The bidder should have successfully installed and managed a minimum of <b>03 outdoor/semi-outdoor commercial digital screens</b> in India during the last three years.	Copies of Work Orders/Completion Certificates/Contract Agreements from clients. A self-certified list of installations with client contact details must be provided.
	<b>B Financial Criteria</b>	
5.7	The bidder should have a Minimum Average Annual Turnover of <b>INR 10 Lakh</b> for the last 3 financial years (FY 2022-23, FY 2023-24, FY 2024-25).	CA certified Turnover certificate. Audited Balance Sheet and P&L statement for the last 3 years. Provisional may also provide in case of requirement.
5.8	The bidder must have submitted ITR for the last 3 financial years. FY 2022-23, FY 2023-24, FY 2024-25).	Copies of ITR acknowledgments.
	<b>C Other Criteria</b>	
5.9	Tender Paper Fee, EMD, and Power of Attorney.	Proof of Payment of Tender Fee & EMD.

**The bidder shall be selected as per following Technical Evaluation Criteria:**  
**Technical Evaluation Criteria**

**Stage-I**

<u>Sl.No</u>	<u>Parameters</u>	<u>Evidence to be provided</u>	<u>Maximum marks</u>
01	Average Annual Turnover/ Revenue of the Bidder from last three financial years ending 31 <sup>st</sup> December 2024  Minimum 10LAKH (10 Mark)  >Rs 10 Lakh and < 50 Lakh 15 Marks  >Rs50 Lakh And above each 10 lakh 1 mark extra	Audited annual accounts for the financial year 2022-23,2023-24 &2024-25	20Marks
02	Experience with PSU/OMFED/Govt.	Work orders & letters received from the Organization.	15 Marks
03	Experienced in Concerned specifically Hoarding Advertisement minimum 3 years (15 Mark)Each Additional year 1 mark each	The details / documentary proof to be submitted	20Marks
04	Annual Single Contractor Value Per Govt. Organization.>Rs0.25 Cr and < Rs 0.5 Cr - 10Marks  >Rs 0.5Cr and above - 15 Marks	TDS certificate received from Govt. Sector / Form no 26AS as download from income Tax Department.	15marks
05	Presentation:Bidder has to submit the documentation of the above with Technical bid and make a Technical presentation before evaluation committee.		30 Marks
	TOTAL MARKS		100 Marks

**II. Stage Two** The financial bid will be opened only of the shortlisted/qualified bidders. Accordingly, the financial score (F) for each of these shortlisted/qualified bidders will be calculated. The Highest bidder would be awarded a financial score of 100. The Cumulative score (C) will be evaluated based on the following ratio 60 (T): 40 (F). Financial Score (F)= (Highest price quote/Price quote of the bidder) \*100 Cumulative score (C) =. {60 \*(T) + 40\* (F)}/100

The firm getting highest Cumulative score (C) based on technical and financial evaluation will be awarded the contract.

**Annexure 10: Financial Bid Format**

**(To be submitted in the Financial Cover on the e-Procurement Portal only)**

**Name of the Agency:** \_\_\_\_\_

**Part A: Commercial Offer**

Sl. No.	Description	Offer	GST	TOTAL
1.	<b>Gross Monthly Advertising Revenue to be shared with OMFED.</b>	<b>Offer rates per Sq.ft of display:</b> <b>In Figure: _____</b> <b>In Words: _____</b>		

**Note:**

1. The bidder proposing the **highest gross revenue share** to OMFED shall be accorded the **H-1 ranking** during financial evaluation. In addition to the revenue share, bidders may offer **supplementary benefits** that contribute to OMFED's **business development objectives in expansion in business network**.
2. Any bidder who formally agrees to match the **H-1 rate** (i.e., the highest gross revenue share offered to OMFED) shall be **eligible for empanelment** to execute the assigned scope of work. Empanelment will be confirmed **upon submission of a Letter of Interest (LoI)** by the bidder, subject to verification of credentials and compliance with other qualifying conditions as stipulated by OMFED. For the empanelment to 3 bidders shall be taken for consideration.
3. This percentage will be applicable for the entire 3-year contract period.
4. The bidder must factor in all operational costs (electricity, internet, maintenance, salaries, etc.) into their financial model, as these will be borne by the bidder from their share of the revenue.
5. Successful H-1 bidder (s) has to sign an Agreement with OMFED before execution of work.
6. The selected Bidder(s) shall deposit security amount of Rs3,00,000.00 (Rupees Three Lakh only) before execution of Agreement.

**Signature of the Authorized Signatory**  
**(Name, Title and Seal of the Agency)**



