

## Expression of Interest

EOI No. USCL/40/

Ujjain ,Date :- 15 Feb 2018

Ujjain has been selected in round-2 of smart cities mission. Historically rich and culturally vibrant Ujjain city is the fifth largest city of MP in terms of population with a resident population of 5.15 Lakhs (as per census 2011). The city has a high footfall of tourists as the city is of religious importance.

Ujjain Smart City Limited (USCL) and Ujjain Municipal Corporation (UMC) intends to prepare a comprehensive master plan for Advertising in Ujjain city and explore the workable models for the same with the objective of increasing the revenue of UMC, citizen participation/awareness in the smart city projects and operating efficiency of Ujjain city.

The major aspects are listed below:

- Preparation of Advertising Master plan for the city
- Providing, Installing and Maintaining Advertisement Boards in the city
- Providing, Installing and Operating LED video walls in the city
- Exploring innovations in Advertising, Publicity and Public Awareness.

Ujjain Smart City Ltd (USCL) is considering participation of private firms to implement the above aspects in an efficient and effective manner and thus USCL wishes to explore various solutions, the working models and business models. The firms interested are required to get thorough knowledge of city potential and relevant policy/laws applicable for Ujjain city and come up with innovative technical proposals accordingly.

### **Submission**

Following information is to be provided in response to the EOI by the interested firms:

1. Organization details and company registration certificates
2. Relevant work experience details
3. Technical Proposals on masterplan and innovative solutions for advertising in Ujjain

4. Product offering along with working model and business model
5. Proposal on single point regulation of LED video walls(if any)

The above said should be submitted on [www.mpeproc.gov.in](http://www.mpeproc.gov.in) along with ONE hard copy so as to reach The CEO, Ujjain Smart City Limited at least by **09 March 2018**.

### **Presentation**

The entities/firms are invited to make a presentation on the technical proposal at the office of Ujjain Smart City Limited on **12 March 2018** at 14.00 hrs.

For any clarifications please mail to [ujjainsmartcity@gmail.com](mailto:ujjainsmartcity@gmail.com)

Executive Director,  
Ujjain Smart City Limited.