

## **GREATER HYDERABAD MUNICIPAL CORPORATION**

Notice Inviting Expression of Interest for Public Information System – Installation of Digital Display Boards at Bus Shelters for Real-Time Bus Arrival Timings in Greater Hyderabad Municipal Corporation

*Date: 28<sup>th</sup> February, 2025*

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The Greater Hyderabad Municipal Corporation (GHMC) invites Expressions of interest (EOI) from qualified agencies for the installation of digital display boards at all the bus shelters across Greater Hyderabad. This Public Information System will provide commuters with real-time bus arrival information to enhance the public transportation experience. The installation and maintenance of the system will be carried out under a Public-Private Partnership (PPP) model, with no financial burden on GHMC. The revenue to the agency will be generated through advertising on the digital boards.

The proposed project involves the installation of Digital Display Boards in all bus shelters in Greater Hyderabad. The core objective of the project is to provide real-time bus arrival timings to commuters, thereby improving the public transport experience, especially for those relying on buses.

The project will be structured around the PPP model, which involves leveraging advertising revenues to fund the installation, maintenance, and operation of the display system. As such, GHMC will not incur any financial burden, and the system's sustainability will be driven by private sector participation through advertising agreements.

### **Key Features:**

- **Real-Time Bus Arrival Data:** The system should be capable of displaying accurate, real-time information on bus arrivals and departures, sourced from the existing bus fleet tracking system.
- **Technology Platform:** The digital boards should be connected to a centralized software platform that allows seamless updates and monitoring of data. The platform should be cloud-based and integrate with existing systems used by GHMC or the relevant transportation authority.
- **Display Specifications:**
  - High-quality, weather-resistant digital screens.
  - Interactive touch-screen displays (optional for future enhancement).
  - Ability to show additional information, such as routes, advertisements, and emergency alerts.
- **Software & Tracking:** A robust software platform for tracking buses in real time, integrating GPS data from buses, and ensuring timely updates on digital displays.
- **Advertising Revenue Model:** The private partner will be responsible for the management of the display system and monetizing the space through advertisements, in line with GHMC's advertising guidelines.
- **Maintenance & Operations:** The selected bidder will be responsible for the maintenance of the digital display system for the project's duration, ensuring that the technology remains functional and up-to-date.

## Scope of Work

- **Installation & Setup:**  
Installation of digital display boards at all bus shelters across Greater Hyderabad. This will include the placement of hardware, software integration, and configuration to display bus arrival timings in real-time.
- **System Integration:**  
The system will need to integrate with existing bus tracking software used by GHMC or the relevant authorities to provide accurate bus arrival data.
- **Advertising Management:**  
The selected bidder will manage the advertising on the digital display boards, ensuring compliance with GHMC's advertising policies.
- **Maintenance and Operation:**  
The private partner will handle the system's maintenance, including hardware upkeep, software updates, and troubleshooting.

## Financial Model

The project will be undertaken under the Public-Private Partnership (PPP) model, where the private sector partner will bear the financial responsibility for the installation, maintenance, and operation of the digital display system. The revenue generated through advertising on the digital screens will be shared between the private partner and GHMC, ensuring a sustainable and financially viable system.

This model will allow GHMC to benefit from advanced public transportation technology without any capital expenditure or long-term financial obligations. The private partner will recoup their investment primarily through advertising revenues.

## Eligibility Criteria

- The bidder must have experience in implementing similar projects involving digital signage and real-time data tracking.
- The bidder must have the capability to manage software and hardware solutions, along with integrating the system with GHMC's or the relevant transportation authority's or traffic police authority's data platforms
- The bidder must be able to demonstrate a proven track record in the implementation of PPP projects, particularly in the transportation or public infrastructure sectors.
- Design shall sync with the existing bus shelters without causing any obstruction for movement of passengers into the bus shelter
- Design shall be latest, user friendly and technologically advanced

**Period:** GHMC has intention to entrust for (5) years subject to extending the project on satisfactory performance and mutual consent

**Submission:** Interested parties should submit the following documents as part of their EOI by 20-03-2025.

- **Company Profile** including details of experience in similar projects.

- **Technical Proposal** outlining the approach for implementing the digital display system.
- **Financial Proposal** indicating how the advertising revenue model will work and the financial terms of the partnership.
- **Proof of Previous Experience** with references from relevant projects.
- **Proposed Timeline** for the project implementation, from initiation to completion.

EOI Should be uploaded/submitted in 'e' procurement portal only. After submission, the same may be sent via email to [acadvt.ghmc@gmail.com](mailto:acadvt.ghmc@gmail.com)

### **Important Dates**

- EOI submission deadline: 20-03-2025
- Presentations by agencies: 28-03-2025
- Release of Request of Proposal: 21-04-2025

### **Process Fee & EMD**

**Process Fee: Rs.10,000/-** Should be drawn in form of DD in favor of Commissioner, GHMC (**Non- Refundable**).

**EMD:** Initial EMD payment of **Rs. 1,00, 000/-** to be paid on the tender website & the EMD's shall be refunded to the unsuccessful participants except L1 agency.

### **Contact Information**

For any queries or clarifications, please contact:

- Addl. Commissioner (Advertisement), GHMC
- Email: [acadvt.ghmc@gmail.com](mailto:acadvt.ghmc@gmail.com)
- Phone: 7995007375

*This EOI does not constitute a commitment by GHMC, which reserves the right to modify or withdraw this request at any time.*

**Sd/-**  
**Commissioner, GHMC**