SOUTHERN RAILWAY SPORTS ASSOCIATION, MADURAI DIVISION

Southern Railway, Madurai

EoI No.: [SRSA/MDU/LED/Stadium/EoI/2026/01] **Date:**30.10.2026

Subject: Expression of Interest for price discovery and market assessment – Erection, Maintenance and Operation of LED Advertisement Displays at Railway Stadium, Arasaradi, Madurai, on a licence-fee basis

(This is a non-binding, exploratory EoI. It is not a tender, an offer or an invitation to bid.)

1. Introduction and Background

1.1 The Southern Railway Sports Association (SRSA), Madurai Division, administers the Railway Stadium at Arasaradi, Madurai, for the promotion of sports and the welfare of railway employees and their families.

1.2 The stadium premises, including its boundary wall on the road side, offer high public visibility. SRSA proposes to put this frontage to commercial use through outdoor LED digital advertisement displays, with the licence fee earned to be applied towards the development and maintenance of sports facilities.

1.3 Before framing an open tender, SRSA wishes to understand the market: the level of interest among agencies, the technical options available, and the annual licence fee the site can reasonably command.

2. Objectives of this EoI

This EoI is issued only to:

- (a) gauge market interest and identify prospective bidders with the capability to execute such work;
- (b) obtain non-binding budgetary quotes of the annual licence fee that interested parties would be prepared to pay for the site;
- (c) obtain preliminary technical inputs on display size, structure, power requirement and statutory clearances; and
- (d) use the above to fix a realistic reserve annual licence fee and to frame the terms of a subsequent open tender.

3. Description of the Site

Item	Details
Location	Southern Railway Stadium premises, Arasaradi, Madurai
Asset	Boundary wall of the stadium facing the public road, and such other vantage points within the premises as

Item	Details
	may be identified jointly
Indicative display area	Up to approximately 2,000 sq ft (subject to site assessment and statutory limits)
Ownership	Railway land, administered by SRSA, Madurai Division
Display type	Outdoor LED digital display

The area, orientation and number of screens are indicative. Respondents may propose alternatives in their technical inputs.

4. Proposed Commercial Model (for information only)

4.1 The arrangement proposed to be taken up in the later tender is an **Erect–Maintain–Operate** model under a licence. The licensee would:

- (a) design, supply, erect, commission and maintain the LED display structure and screens at its own cost and risk;
- (b) obtain, at its own cost, all statutory permissions, including structural stability certification, municipal/local-body advertisement permission, and electrical clearances;
- (c) arrange an independent power connection with a separate meter and bear all electricity charges;
- (d) sell, schedule and upload advertisement content and manage all advertiser dealings; and
- (e) pay a fixed **Annual Licence Fee** to SRSA in advance, together with applicable GST and other statutory levies.

4.2 **Licence period (indicative):** [two (2) years, extendable by up to three (3) years on satisfactory performance]. Respondents may indicate their preferred period and the period needed to make the investment viable.

4.3 **Free display time for SRSA/Railways (indicative):** a share of display time, for announcements, sports events and Railway public messages at no charge. Respondents may give their views.

4.4 **Content rules (indicative):** Content must comply with Railway Board instructions, the Advertising Standards Council of India (ASCI) code and applicable law. No content on political campaigns, communal or religious disharmony, alcohol, tobacco, narcotics, betting or gambling, or anything obscene or unlawful. Content must not affect sporting activity or road safety.

4.5 These terms are indicative only. Final terms will be set out in the tender document.

5. Eligibility to Respond

Reputed advertising agencies, outdoor media companies, digital signage companies, media houses and corporate bodies may respond, provided they:

- (a) are a legally registered entity (company, firm, LLP or proprietorship);
- (b) have a valid GST registration and PAN;
- (c) have at least three (3 years' experience in outdoor/LED advertising, or have executed at least one comparable installation or more in the last five years; and
- (d) have not been banned, blacklisted or debarred by Indian Railways, any Government department or PSU.

Eligibility for this EoI confers no eligibility for the later tender, which will have its own criteria.

6. Site Visit

6.1 Interested respondents are strongly advised to visit the site. A joint site visit is scheduled as follows:

- **Date and time:** [**10.11.2026** @ 11 a.m.]
- **Venue:** Main gate, Railway Stadium, Arasaradi, Madurai
- **Contact:** Shri M. Esakki, Asst.Personnel Officer/Madurai, 9003862602

6.2 Respondents should send register their attendance by sending a mail to sr.dpo@mdu.railnet.gov.in**. on or before_06.11.2026 as per Annexure A.**

6.3 During the visit, respondents may assess visibility, the condition of the boundary wall, power availability and local regulatory aspects. Site visit costs are borne by respondents.

7. Information to be Submitted

Each respondent should submit the following in a sealed cover marked *"EoI – LED Advertisement, Railway Stadium, Madurai"*, and also by e-mail to sr.dpo@mdu.railnet.gov.in. **on or before 12.11.2026.**

- (a) **Annexure B** – Respondent Profile, with supporting documents (registration certificate, GST and PAN copies, brief details of similar work executed);
- (b) **Annexure C** – Technical Inputs (display size, pixel pitch, brightness, structure, power load, statutory approvals and estimated time to commission); and
- (c) **Annexure D** – Non-binding Budgetary Quote of the Annual Licence Fee, with a short note on the basis for the quote.

8. Use of Responses and Confidentiality

8.1 Responses will be examined only to assess the market and fix a reserve annual licence fee. They will not be ranked or scored, and no result of the EoI will be declared.

8.2 Individual quotes and proprietary technical details will be kept confidential and not shared with other respondents. SRSA may use consolidated or anonymised information in preparing the tender.

8.3 SRSA may seek clarifications, or hold one-to-one or group discussions, with respondents who have submitted responses.

9. Important Conditions and Disclaimers

9.1 **Non-binding.** This EoI is exploratory. It is not a tender, offer, Letter of Intent or contract, and gives rise to no legal obligation on SRSA or Southern Railway.

9.2 **No rights conferred.** Responding to this EoI, attending the site visit or submitting a quote gives no preference, qualification status, exclusivity or first right of refusal in any later tender. Non-respondents will not be barred from the later tender.

9.3 **Quote not binding on either side.** Budgetary quotes do not bind the respondent or SRSA. The reserve fee in the tender may differ from any quote.

9.4 **Costs.** All costs of site visits, studies and preparation of responses will be borne by respondents. SRSA will not reimburse them.

9.5 **Right to alter or cancel.** SRSA may modify, defer, withdraw or cancel this EoI, or decide not to go to tender, at any stage, without notice or liability, and without assigning reasons.

9.6 **Accuracy of information.** The information in this EoI is indicative and given in good faith. Respondents must satisfy themselves about the site and relevant laws. SRSA gives no warranty about its accuracy.

9.7 **Approvals.** Any later tender and award will be subject to the approval of the competent authority of Southern Railway and applicable Railway Board and Southern Railway instructions.

9.8 **Conduct.** Canvassing or attempting to influence any member of SRSA or any Railway official may lead to a respondent being excluded from the later tender.

9.9 **Jurisdiction.** Any dispute arising out of this EoI is subject to the jurisdiction of the courts at Madurai.

10. Contact for Queries

[Shri M. Esakki, Assistant Personnel Officer, S.Rly., Madurai and Sports In-charge , Southern Railway Sports Association, Madurai Division, Phone:9003862602 [**E-mail:** sr.dpo@mdu.railnet.gov.in.]Office hours: [10:00 – 17:00 hrs, on working days]

This EoI will be displayed on the Madurai Division Personnel Branch website [https://pbmdu.co.in/notification.php]and an indicative notice will be published in a local English and a Tamil daily newspaper. It will be also displayed on the notice Board of Railway Stadium/MDU.

THIRUPPATHI SANKARAN

Digitally signed by THIRUPPATHI SANKARAN
Date: 2026.10.31 11:50:44 +05'30'

Honorary Secretary,
Southern Railway Sports Association,
Madurai Division

Annexure A – Site Visit Registration

Item	Details
Name of organisation	
Representative(s) attending (name, designation)	
Mobile number and e-mail	
Preferred visit date (if different from the scheduled date)	
Signature and seal	

Annexure B – Respondent Profile

Item	Details
1. Name and address of organisation	
2. Constitution (company / LLP / firm / proprietorship) and year of establishment	
3. PAN and GST number	
4. Contact person, mobile number and e-mail	
5. Annual turnover for the last three financial years	
6. Years of experience in outdoor / LED advertising	
7. Details of similar LED installations (location, size, period, client)	
8. Whether ever blacklisted or debarred (Yes / No; give details)	

Annexure C – Technical Inputs

Item	Details
1. Proposed number and size of screens (sq ft)	
2. LED type, pixel pitch and brightness (nits)	
3. Structure and fixing arrangement on the boundary wall	
4. Estimated connected power load (kW)	
5. Proposed power source and metering	
6. Statutory approvals required and who will obtain them	
7. Time needed to commission after award	
8. Measures for safety, weather resistance and maintenance	
9. Suggestions on site, layout or conditions that would improve viability	

Annexure D – Non-binding Budgetary Quote

Item	Details
1. Annual Licence Fee the respondent would be prepared to pay (Rs., excluding GST)	
2. Preferred licence period (years)	
3. Minimum period required to make the investment viable	
4. Expected annual escalation (%)	
5. Free display time the respondent can offer to SRSA / Railways	
6. Basis of the quote (market rates, footfall, traffic, comparable sites)	

This quote is indicative and non-binding on both parties.

Signature and seal of authorised signatory: _____ Name and designation: _____ Date: _____