

SHILLONG SMART CITY LIMITED

House No. C/B- 037, Top Floor, Centre Nongrim Hills, Near JJ Cables, East Khasi Hills District,
Shillong- -793003, Meghalaya
CIN- U9300ML2019SGC013677

Email shillongsmartcityltd@gmail.com

Phone No. 0364-2522006

SHILLONG SMART CITY LIMITED (SSCL), MEGHALAYA

Ref No: SSCL/Smart-Elements/VMD/EOI/01

Date: July 16, 2026

EXPRESSION OF INTEREST (EOI)

Invitation for Market Assessment and Price Discovery for Commercial Advertisements on Digital Variable Message Displays (VMDs) across Shillong City

Shillong Smart City Limited (SSCL) invites Expressions of Interest (EOI) from interested corporate entities, local business houses, advertising agencies, public sector undertakings, and proprietors for market assessment and price discovery for commercial advertisement opportunities on the Digital Variable Message Displays (VMDs) and Smart Pole Digital Billboards installed across Shillong City.

The purpose of this EOI is to assess market demand, identify feasible commercial models, and determine indicative pricing structures for future monetization of the digital display infrastructure deployed under the Smart City Mission.

1. Scope & Features of VMD Advertising

SSCL has deployed digital outdoor display infrastructure across key traffic corridors and prominent public locations within Shillong City for dissemination of public information and smart city services. The infrastructure may also be utilized for controlled commercial advertisements, subject to applicable laws and approvals.

The available display categories include:

a) Premium VMD Networks (Large Format):

- Installed across major junctions and high-traffic corridors.
- Approximate display size: 4.0 m × 2.0 m (Landscape Format).

b) Smart Pole Digital Billboards (Compact Format):

- Integrated with Smart Pole infrastructure across strategic urban locations.
- Approximate display size: 0.9 m × 0.6 m (Portrait Format).

c) Display Capabilities:

Full-color high resolution LED screens capable of playing static graphics and image advertisements, dynamic text-based content, video and animation playback, scheduled content rotation and slot-based advertisement delivery

- d) Centralized Management:** All advertisement content shall be managed and monitored centrally through the Integrated Command and Control Centre (ICCC), Shillong.

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2. EOI Objectives

- To assess market interest and demand for digital outdoor advertisements in Shillong City.
- To identify suitable commercial advertisement models and slot structures.
- To determine indicative market-driven pricing for short-term and long-term advertisement bookings.
- To obtain stakeholder feedback regarding advertisement duration, frequency, content format, and preferred locations.
- To facilitate formulation of future policy/tender documents for commercial utilization of VMD infrastructure.

3. Eligibility Criteria

- Registered commercial entities, startups, MSMEs, media houses, government departments/ agencies, Public Sector Undertakings (PSUs) and Proprietorships or firms engaged in advertising agencies.
- Proposed ad content must strictly adhere to the civic decency guidelines, vehicular traffic safety standards, acts and bye laws of Shillong Municipal Board, Meghalaya Advertisement Policy and all other applicable policies regulations and laws.

4. Submission Details & Requirements

Interested parties are requested to submit their application containing the following details:

1. **Company Profile:** Brief company background, nature of business, relevant experience (if any) and proof of registration (Certificate of Incorporation/ Trade License/PAN/GSTIN whatever is applicable)
2. **Advertisement Preferences:** Preferred display locations (to be selected from Annexure 1), Preferred display category (VMD/Smart Pole), preferred format of content (static image/ video or graphics) and Proposed duration and frequency of advertisement slots
3. **Commercial & Pricing Inputs (Indicative for Price Discovery):**

Interested parties may provide indicative inputs on suggested commercial rates for advertisement slots, Short-term and long-term booking models, Preferred slot duration (e.g., 10-second/15-second slots), Number of repetitions per hour/day, Revenue sharing or rental-based commercial models, minimum booking tenure preferences.

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5. Submission Process

Interested parties must submit their EOI through email or physical submission addressed to:

The Chief Executive Officer

Shillong Smart City Limited
House No. C/B-037, Top Floor, Centre Nongrim Hills,
Near JJ Cables, East Khasi Hills District,
Shillong – 793003, Meghalaya

Email: shillongsscl.feedback@gmail.com

6. Schedule of EOI Process

Interested parties must adhere to the following timeline:

Sl. No.	Milestone Event	Target Date & Time
1.	Date of Publication of EOI	July 16 th , 2026
2.	Last Date for Submitting Queries/Clarifications	July 27 th , 2026
3.	Release of Clarifications/Corrigendum (if any)	August 3 rd , 2026
4.	Last Date and Time for Submission of EOI Response	August 14 th , 2026 by 15:00 Hrs
5.	Opening of EOI Responses	August 14 th , 2026 at 15:30 Hrs

7. General Terms & Conditions

- This EOI is strictly an exercise for market assessment and price discovery. It does not constitute a tender, a formal offer, or a binding commitment by SSCL to allocate advertisement slots or enter into a contract.
- SSCL reserves the absolute right to cancel, alter, or modify this EOI process, its timelines, or its requirements at any stage without assigning any reason and without incurring any liability.
- All expenses associated with preparing and submitting the response to this EOI shall be borne entirely by the interested party.
- Advertisement permissions, if finalized in future, shall be subject to applicable statutory approvals and policy provisions.
- The applicant must indemnify SSCL against any legal claims, copyright infringements, or liabilities arising from the displayed advertisements.

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- SSCL retains absolute discretion to reject any proposed advertisement content that it deems politically sensitive, legally non-compliant, or contrary to public interest, without providing written justification
 - This EOI process and any responses submitted in relation to it shall be governed by and construed in accordance with the laws of India.
 - All disputes, differences, or legal claims arising out of, or in connection with this EOI, shall be subject to the exclusive jurisdiction of the competent courts located at Shillong, Meghalaya only.

8. Contact for Queries

For any clarification or further information, interested parties may contact:

Shillong Smart City Limited (SSCL)

House No. C/B-037, Top Floor,
Centre Nongrim Hills,
Near JJ Cables, East Khasi Hills District, Meghalaya - 793003
Email-Id: shillongsscl.feedback@gmail.com
Ph No: 7099026740

Sd/-

**Chief Executive Officer
Shillong Smart City Limited**

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Annexure 1

Variable Message Display (VMD) Locations

Sl.No.	Normal VMD	Smart Pole VMD
1	Additional Secretariat	Golf Link
2	Lachumiere Junction	SP Office Traffic Booth IGP
3	DTO	DC Office
4	Civil Hospital Junction	Jail Road
5	Barik, PWD Backside	District Council Garikhana
6	DC Office	Civil Hospital Traffic Booth
7	Polo	AC Lane
8	Golf Link	Police Bazar near OB Shopping Mall
9	ISBT	Barik Point
10	Mawlai Govt Polytechnic	Dhankheti
11	NEIGRIHMS	Fire Brigade
12	District Council Garikhana	ISBT
13	Madanryting Police Station	Laban Last Stop
14	Don Bosco	Lachumiere
15	Red Cross	Mawlai Umjapung
16	Lumshatsngi Bishnupur	Polo Bazar
17	Assembly Police Bazar	Ishyrwat Point
18	Anjalee Beat House	Umpling Football Ground
19	Mawlai Tribal Research Institute	Malki Traffic Booth
20	NEHU	Laitumkhrah Point

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Annexure 2

VMD Specifications

Sr. No.	Items	Description
1	Product Name	VMD
2	Product Type	AP-DT10-1R1G1B
3	Pixel Pitch	10mm
4	LED Type	SMD
5	Pixel Configuration	1R1G1B
6	Control Mode	Asynchronous
7	Display Size (WxH)	4160 x 1920 mm
8	Cabinet Size (WxH)	4160 x 1920 mm
9	Module Size (WxH)	320 x 160 mm
10	Module Resolution (WxH)	32 x 16 Pixels
11	Cabinet Material	Aluminium
12	Cabinet Color	Black with white doors
13	Protection Level	Front side - IP 65, Rear side - IP 54
14	Input Voltage to VMS	230V AC, single phase, 50Hz
15	Maintenance	Rear Side
16	Max Power Consumption	850 W/m ² (Max) & 350 W/m ² (Avg)