



Ghaziabad Development Authority

Expression of Interest (Eoi)

for

**Operation, Maintenance and Management of Bunkar Mart Cum Expo
and Convention Center at Madhuban Bapudham Scheme, Ghaziabad**

November 2025

Issued by:

Ghaziabad Development Authority

Vikas Path, Near Old Bus Stand,
Ghaziabad, Uttar Pradesh, 201001

Disclaimer

This Expression of Interest (Eoi) for the "Operation, Maintenance and Management of Bunkar Mart cum Expo Center at Madhuban Bapudham Scheme, Ghaziabad, Uttar Pradesh" (hereinafter referred to as 'the Project'). Its primary objective is to provide potential bidders with concise details about the Project and outline the scope of work involved. The primary goal of this Eoi is to gather insights from prospective bidders on the optimal revenue generation strategies and the best utilization of the Bunkar Mart cum Expo Center's infrastructure.

The information contained in this bid document provided to the Bidder(s), by or on behalf of Ghaziabad Development Authority (GDA) is provided to the Bidder(s) on the terms and conditions set out in this bid document and all other terms and conditions subject to which such information is provided.

GDA may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this bid document.

GDA reserves the right not to proceed with the project, to alter the timetable reflected in this document, or to change the process or procedure to be applied. It also reserves the right to decline to discuss the Project further with any party submitting a proposal. No reimbursement of cost of any type will be paid to persons, entities, or consortiums submitting a Proposal.

Data Sheet

S. No.	Particulars	Details
1	Name of Project	Operation, Maintenance and Management of Bunkar Mart cum Expo & Convention Centre at Madhuban Bapudham Scheme, Ghaziabad, Uttar Pradesh
2	Authority's Project Representative	Chief Engineer, Engineering Department, Ghaziabad Development Authority Vikas Path, Near Old Bus Stand, Ghaziabad, Uttar Pradesh, 201001 Email: chiefengineer1@gmail.com Website: https://gdaghaziabad.in/
3	Proposal Submission Start Date	16.11.2025, 05:00 PM (IST)
4	Last date for submitting response	09.12.2025 (05:00 PM IST). All interested participants are requested to send their documents and presentation to Email.id
5	Presentation Date	To be communicated later
6	Response validity duration	90 days from the Last date of submission
7	EOI fee	INR 5000 to be deposited Demand Draft (DD) in favour of VC, Ghaziabad Development Authority.



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1 Background

The Ghaziabad Development Authority ("GDA" or "the Authority") invites Expression of Interest (Eoi) for "Operation, Maintenance and Management of Bunkar Mart cum Expo & Convention Center at Madhuban Bapudham Scheme, Ghaziabad, Uttar Pradesh" ("the Project") area of total 38,340 sqm. Interested Bidders can download the document from the website <https://gdaghaziabad.in/> and submit their "Expression of Interest" in the formats duly filled and signed with required enclosures, via email superscribed "Operation, Maintenance and Management of Bunkar Mart cum Expo Center at Madhuban Bapudham Scheme, Ghaziabad, Uttar Pradesh".

The Bunkar Mart Cum Expo & Convention Center at Main Govindpuram Road in Madhuban Bapudham, Ghaziabad, Uttar Pradesh is set to be inaugurated in 2025. Madhuban Bapudham is a popular locality situated in Ghaziabad and offers spacious housing societies in Ghaziabad. The Convention Centre will have the following facilities –

- a) One auditorium of 560 seating capacity with backstage and green room,
- b) Two conference halls with seating capacity of 80 each,
- c) One conference hall with seating capacity of 32 each,
- d) Three double height exhibition hallson the second floor having area of ~ 950 sqm, 1071 sqm, 1500 sqmand one exhibition gallery on the ground floor having area of ~ 571 sqm.
- e) Forty one shops with avg area of 8.5 sq. mtrs
- f) Six kiosks with avg area of ~ 15.4 sq.mt
- g) Four Showrooms with avg area of 56 sq. mtrs.
- h) One Food courtof 275 sqm on the first floor, food court of ~ 544 sqm on the ground floor, and food court of ~ 275 sqm on the second floor
- i) Facilities like videoconferencing, modern acoustics and central air-conditioning with well-equipped cafeteria and office space.



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The Convention Centre will be provided to companies and corporate for meetings, seminars and conferences only. The Convention Centre has been constructed in such a way that it represents a rare blend of modernity and heritage from the outside. The Convention Centre has been provided with an adequate parking capacity of approximately 1000 cars.

1.1 Existing status of available resources

Interested Bidders should make note of the following key points:

- a) This Eoi invitation document is not a Tender or Request for Proposal in any form and would not be binding on GDA in any manner whatsoever.
- b) GDA reserves the right to cancel the Eoi invitation as a whole or in part without assigning any reasons.
- c) The Bidders are encouraged to conduct their own independent assessment, investigations and analysis and check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their response.
- d) GDA encourages interested bidders to contact the Engineering Department for any query.
- e) GDA reserves the right to update, amend and supplement the information given in this document at its sole discretion before the last date and time of submission of the responses.
- f) Bidders should submit their response in English language and as per formats provided in the last section of this document. Submission not conforming to the instructions or prescribed formats will be rejected.
- g) The key dates and information for the Project are given in Eoi Datasheet.

1.2 Agenda

The Ghaziabad Development Authority, under the Government of Uttar Pradesh, has decided to outsource the operation, maintenance and management of the Bunkar Mart Cum Expo & Convention Center at Madhuban Bapudham, Ghaziabad. The Authority is now seeking agencies capable of executing this project and undertake the Operation, Maintenance and Management of the facility for 5 years.

1.3 Background of Bunkar Mart Cum Expo Convention Center

The existing facility of Expo and Convention Centre aims to showcase the rich heritage of artisans in Uttar Pradesh to both national and international audiences. It reflects the continuity of the state's heritage through its architecture, spaces,



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technologies representing the pride and aspirations of the artisan and craftsmen's community.

This Expo and Convention Centre shall also serve as a platform to showcase the community's skills, culture, and resilience, while preserving their dignity and identity. In addition to its social and cultural value, the Centre is envisioned as a vibrant public space that can attract national-level exhibitions, workshops, expos, and fairs. By leveraging these opportunities, it aims to draw tourists and visitors from across the country, thereby enhancing Uttar Pradesh's tourism potential and positioning it as a hub for inclusive cultural exchange and economic activity.

In addition to the above, the facility will also be able to support the local Bunker community which hails from usually remote areas and lack adequate access to high-end markets. However, Handicrafts made by Bunker have significant marketing potential both domestically and internationally. To leverage this, focused efforts are needed to harness demand in these markets, while considering global trade changes that offer new opportunities. This will help Bunkars (weavers) achieve better returns and create employment in rural areas.

1.4 Project details

1.4.1 Location

The construction of the Expo & Convention Centre is currently in progress and is expected to be completed by 2025. Strategically located, the Centre is just 6 km from the Eastern Peripheral Expressway and 7 km from the Delhi-Meerut Expressway, ensuring excellent connectivity and ease of access.



Figure 1: Location of Bunkar Mart

Major city wise locational map

1.4.2 Objective

The objective of the Bunkar Mart is to develop a **multi-purpose, state-of-the-art facility** that not only empowers artisans by providing access to resources and markets but also serves as a hub for official meetings, conferences, conventions, exhibitions, and commercial activities. The facility aims to support start-up initiatives, entrepreneurship development, and retail opportunities through various commercial shops.

Additionally, the Bunkar Mart seeks to ensure the **optimal utilization of its strategic location**—well-connected to the Eastern Peripheral Expressway and the upcoming RRTS corridor—to **stimulate economic activity in the region**. Situated in Ghaziabad, which has rapidly emerged as a **key growth center and economic gateway of Uttar Pradesh**, the facility is positioned to benefit from and contribute to the region's expanding industrial and commercial ecosystem.

Inspired by successful national models such as **Expo Mart, Greater Noida, Pragati Maidan (Delhi)** and **Jawahar Kala Kendra (Jaipur)**, the Bunkar Mart is envisioned as a **diversified cultural and commercial hub**. It is designed to host **expos, exhibitions, trade fairs, workshops, and cultural festivals**, generating revenue while promoting innovation, local enterprise, and cultural exchange. By **diversifying the utility of the building**, the Bunkar Mart will evolve as a **self-sustaining economic ecosystem** and a catalyst for regional development.

1.4.3 Brief particulars of the project

The building covers the area of 38,340 sqm (3.83 hac) and has been constructed at a cost of over 476.9 crore. The building has adequate parking for about 1,000 cars. It features the following facilities:

S.no	Facilities at Bunkar Mart	Area/Capacity	Suggestive monthly Lease/ Rent out per day
Ground Floor			
1.	Shop	75 Sqm Each (4 Nos)	Monthly Lease
2.	Exhibition Gallery	571.8 Sqm	Rent out per day
3.	Conference Room-1	80 Person	Rent out per day
4.	Conference Room-2	80 Person	Rent out per day



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5.	Conference Room-3	32 persons (61.5 Sqm)	Rent out per day
6.	VIP Room-1& VIP Room – 2	61.8 Sqm each	Rent out per day
7.	Meeting Room-1	40 Person	Rent out per day
8.	Meeting Room-2	22 Person	
9.	Meeting Room – 3	12 person	
10.	Auditorium	560 Seats	Rent out per day
11.	Double Height Exhibition Gallery	731 Sqm	
12.	Open Bunkar Mart	43 Nos Shops	Rent out per day
13.	Food Court	544 Sqm	Monthly Lease
14.	Open Theatre	1 No.	
First Floor			
1.	Recreational Area	348.5 Sqm	-
2.	Conventional Hall-1	442.75 Sqm	Rent out per day
3.	Conventional Hall-2	348.5 Sqm	
4.	Meeting Room-1 and 2	150 Person each	Rent out per day
5.	Office Room-1	45 Sqm	Monthly Lease
6.	Office Room-2	90 Sqm	Monthly Lease
7.	Food Court	267.5 Sqm	Monthly Lease
8.	Expo Centre/Business Centre	804 Sqm	Monthly Lease
9.	Total Plot Area	38344.00 Sqm	-
10.	Total Basement Area	31780.00 Sqm	-
Second Floor			
1.	Double Height Expo	1110 Sqm	Rent out

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	Hall-1		per day
2.	Double Height Expo Hall-2	967.68 Sqm	Rent out per day
3.	Double Height Expo Hall-3	1590 Sqm	Rent out per day
4.	Food Court	275 sqm	-
5.	Bunkar Residence	10 Nos	-
6.	Office Room-1	45 Sqm	Monthly Lease
7.	Office Room-2	90 Sqm	Monthly Lease
8.	Office Room-3	45 Sqm	Monthly Lease



2 Scope of work

The successful bidder is expected to handle the operation and maintenance of the center and manage the facility appropriately. To effectively manage and enhance the features and objectives of the Bunkar Mart Cum Expo Centre, the following services are required during the O&M Period: -

- i. **Facility Management:** The successful bidder shall be responsible, at its own cost, for all the maintenance and repairs of the Project and all its components, including buildings, structures, all services, and allied works. The bidder shall also carry out rectification of any defects in the design or construction of any component of the Works. Responsibilities shall also include site clearance, cordoning off the site, providing and deputing round-the-clock security, removal of debris, and maintaining a clean and secure environment.
- ii. **Deployment of Trained Staff:** The successful bidder shall be responsible for deploying adequately trained and skilled personnel to manage the complete operations of the Project in adherence to the defined Performance Standards. The bidder shall bear full responsibility and liability for the day-to-day operations and performance of the Project.
- iii. **Marketing and Promotion:** The successful bidder shall develop and execute comprehensive marketing strategies aimed at attracting visitors and promoting the uniqueness of the products and experiences offered. This includes organizing and managing exhibitions, coordinating with marketing agencies, planning curated events, and ensuring wide visibility through digital, print, and outdoor media to establish Bunkar Mart as a leading destination for handicrafts and cultural exchange.
- iv. **Artisan Support Services:** The successful bidder shall be responsible for providing end-to-end logistical and administrative support to artisans, including assistance with product display, inventory management, sales tracking, and any other facilitative services required for efficient functioning.
- v. **Customer Experience Management:** The successful bidder shall ensure delivery of high-quality customer service to enhance visitor satisfaction, promote brand loyalty, and encourage repeat visits to the Project.
- vi. **Implementation of Sustainability Measures:** The successful bidder shall adopt and implement sustainable and eco-friendly practices within the Project premises, including but not limited to water conservation, waste reduction, use of renewable energy, and energy-efficient operations.
- vii. **Operation of Hospitality Services:** The successful bidder shall ensure the establishment and operation of hospitality services such as food courts, cafes, and restaurants, in compliance with applicable government regulations, licenses, and hygiene standards.



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- viii. **Coordination with Emergency Services:** The successful bidder shall coordinate with relevant emergency service providers including trauma centers, hospitals, fire stations, and police departments to ensure preparedness and quick response to any emergencies on site.
- ix. **Compliance through Periodic Inspections:** The successful bidder shall conduct all required and periodic inspections in accordance with the Applicable Laws. Proper documentation of inspections and records of remedial measures undertaken to address identified defects or deficiencies shall be maintained.
- x. **Revenue Collection and Rights:** The successful bidder shall be entitled to levy, demand, collect, retain, and appropriate the revenues generated from the Project, in accordance with the terms of the concession.
- xi. **Advertising and Branding Capacity:** The successful bidder shall demonstrate proven capability and experience in advertising and branding, including conceptualizing and executing campaigns to enhance the Project's visibility and engagement.
- xii. **Safety and Signage:** The successful bidder shall install appropriate safety signboards in English, Hindi, and the local language, and erect necessary notices and barriers to prevent accidents and ensure public safety across the Project Site.

The successful bidder must support the livelihood of the local Bunkar community and other artisans associated with the One District One Product (ODOP) initiative. This includes maintaining the infrastructure and ensuring the financial sustainability of the Expo and Convention Center. The successful bidder should also actively **facilitate increased economic opportunities for the Bunkar community and other artisans by promoting and expanding craft-based activities**, enabling them to reach broader markets and enhance their income generation.

The successful bidder should ensure that display shops are allocated to handicraft workers/artisans from across Uttar Pradesh on a rotational basis for specific days. They should also organize temporary displays for local artisans through weekly markets and conduct 4 to 5 annual exhibitions focused on Uttar Pradesh handicrafts, which will be promoted at both national and international levels.

Furthermore, the successful bidder may be permitted to **modify or customize the internal layout of the allotted spaces using temporary structures** to suit specific exhibition or functional needs, **subject to prior approval from the competent authority and without altering the basic structural framework** of the facility.

Revenue generation avenues include renting or leasing food courts, shops, display areas, the auditorium, convention hall, and conference rooms. Additional revenue can be obtained through ticket sales and advertisements during expos, as well as parking fees.



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3 Eligibility criteria

The Bidder should meet the following Eligibility Criteria for submission of the EoI.

S. No.	Eligibility Conditions	Documentary proof to be submitted
1	The Bidder should be an Indian entity registered under the Companies Act Or Partnership firm/ (s) registered under the Partnership Act of 1932 or registered (converted to) under the Indian Limited Liability Partnership Act, Or registered under the Indian Societies Act / Indian Trust Act / Indian Religious and Charitable Trusts Act / Section-8 company Or registered as a not for profit organization under the Companies Act or the relevant State Acts in India. The entity/ies should be registered in India.	1. Company Registration certificate/Partnership Deed/ Trust Deed/ Section 8 Company Certificate
2	The Bidder should have minimum average turnover of INR 5 Cores during last three consecutive financial years ending 31 st March 2024, i.e. (FY 2022-23, FY 2023-24 and FY 2024-2025).	Audited Financial statements – Balance Sheets, Profit and Loss Accounts, Annual Reports, CA certificate
3	The bidder should have at least 5 years of experience in Operation, Maintenance and Management of similar projects of Expo Centers, Exhibition Complexes/ Regional Cultural Centers etc. with Central/State/City Governments or Development Authorities in India.	Proofs to be attached as per format.
4	The Bidder must have a valid PAN and GSTN certificate	1 PAN card copy 2 GST registration

3.1 Technical Criteria

Technical Capacity: For demonstrating technical capacity and experience (the "Technical Capacity"), the Applicant shall, over the past 3 (three) financial years preceding the Application Due Date, have experience of Operation, Maintenance and Management of Expo Marts, Convention Centre, Exhibition Facilities, and Commercial Complexes.



- Experience of Operation, Maintenance and Management of Expo Marts and Exhibition Facilities
OR
- Experience of Operation, Maintenance and Management of Convention Centre having seating capacity of 200 persons or more
OR
- Experience of Operation, Maintenance and Management in MICE tourism (Meetings, Incentives, Conferences, and Exhibitions) tourism having seating capacity of 200 persons or more

3.2 Presentation of Interest

Interested participants are expected to submit their proposal in PDF format to the provided email address. The Presentation can be made in hybrid mode i.e. online & offline (whichever is convenient to the bidder). The presentation should talk about the following aspects.

1. **Introduction and Company Overview:** An introduction to the bidder, including their background, experience, financial capabilities (turnover, project financial details etc.) and expertise in relevant fields, particularly in facility management.
2. **Understanding of the Project:** A clear understanding of the project's objectives, requirements, and scope, demonstrating alignment with the goals of the Bunkar Mart Cum Expo Centre.
3. **Proposed Operation, Maintenance and Management Strategies:** Detailed proposals outlining how the bidder intends to manage day-to-day operations and maintenance activities efficiently and effectively.
4. **Strategies for engaging local Bunkar communities and other artisans:** Detail strategies to empower local Bunkar communities, preserve their rich cultural heritage, and enhance their economic well-being.
5. **Propose Calendar of events:** Propose international and national events calendar 2025
6. **Revenue Generation Strategies:** Bidders are required to present a comprehensive revenue generation and revenue sharing model under which they propose to operate the Bunkar Mart cum Expo Convention Centre. The proposal must outline a self-sustaining operational and maintenance model, as no additional financial support or funding shall be provided by GDA.
7. **Utilization of Infrastructure:** Strategies for optimizing the utilization of the Bunkar Mart Cum Expo Centre's infrastructure to maximize efficiency and profitability.



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8. **Staffing and Training Plans:** Plans for staffing the facility with qualified personnel and providing ongoing training to ensure high-quality service delivery.
9. **Facility Management Plans:** Detailed plans for facility management, including cleaning, security, landscaping, and maintenance of equipment and amenities.
10. **Financial Projections:** Realistic financial projections, including revenue forecasts, cost estimates, and ROI analysis, demonstrating the financial viability of the proposed operation and maintenance model.
11. **Risk Management:** Identification of potential risks and challenges associated with the project and strategies for mitigating these risks effectively.
12. **Value Proposition:** Clear articulation of the bidder's value proposition, highlighting their unique strengths, advantages, and commitment to delivering quality services.
13. **References and Case Studies:** Examples of past projects, success stories, and references from satisfied clients or partners, demonstrating the bidder's track record of excellence in similar endeavours.

3.3 Selection process

1. The EOI is issued only with a purpose of collection of information from interested parties and GDA reserves the right to proceed ahead with the Project. However, the applications received shall be reviewed carefully and interactions with the applicants will be likely scheduled before finalization of Project terms and conditions.
2. The selection of the final bidder will be **based on the highest potential for revenue generation and revenue sharing** offered to GDA, ensuring long-term financial sustainability and effective utilisation of the facility



4 Annexure 1

4.1 Format for Covering Letter

[On the letterhead of applicant]

Date:

To,

Chief Engineer,
Engineering Department,
Ghaziabad Development Authority
Vikas Path, Near Old Bus Stand,
Ghaziabad, Uttar Pradesh, 201001

Sub: Expression of Interest (EOI) for the Operation, Maintenance and Management of Bunkar Mart Cum Expo Center at Madhuban Bapudham, Ghaziabad

Dear Sir,

With reference to your EOI document dated _____, I/We the undersigned am/are hereby Expressing our Interest for Operation and Maintenance of Bunkar Mart Cum Expo Center in Ghaziabad.

I/We understand that based on responses, the Authority shall finalize the concept and other requirements. Further, the issue of this EOI does not imply that the Authority is bound to appoint any applicant, as the case may be, for the Project.

I/We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

(Name and Title of the Signatory)

(In the capacity of)

Company Seal: _____

(Name of the Entity): _____

(Registered Address of the Entity): _____

(Email ID): _____

(Contact Number): _____



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4.2 Annexure 2: Details of the Applicant

[Please capture all relevant information]

S.	Particulars	Details
1. (a)	Name of Entity	
(b)	Registered Address	
(c)	Postal Address	
(d)	Telephone / Mobile No.	
(e)	E-Mail Address	
(f)	Type of entity	
(g)	Registration number of	
(h)	PAN No	
(i)	GST Registration No.	
2	Details of individual(s) who shall serve as the point of contact/	
(a)	Name	
(b)	Designation	
(c)	Company	
(d)	Address	
(e)	Telephone / Mobile No.	
(f)	E-Mail Address	

4.3 Annexure 3: Financial Capability

Particulars	Annual Turnover (INR)
2022- 2023	
2023 - 2024	
2024 - 2025	
Total	Average Annual Turnover

Note: Copy of the Audited Balance sheet and ITR duly certified, shall be attached as proofs.

On Behalf of (Name of the Bidder)

Signature of the Authorized Person

Name:

Designation:



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4.4 Annexure 4: Details of Relevant Works Completed in Last 7 Years

#	Name of Client and Place of Operation (City, State)	Scope of Project	Revenue Generated	Project Value (INR)	Project Start and End date (MM.YYYY)	Evidence (work order/Agreement copy/LoA)
1						
2						



4.4 Annexure 5: Bunkar Mark Cum Expo Centre

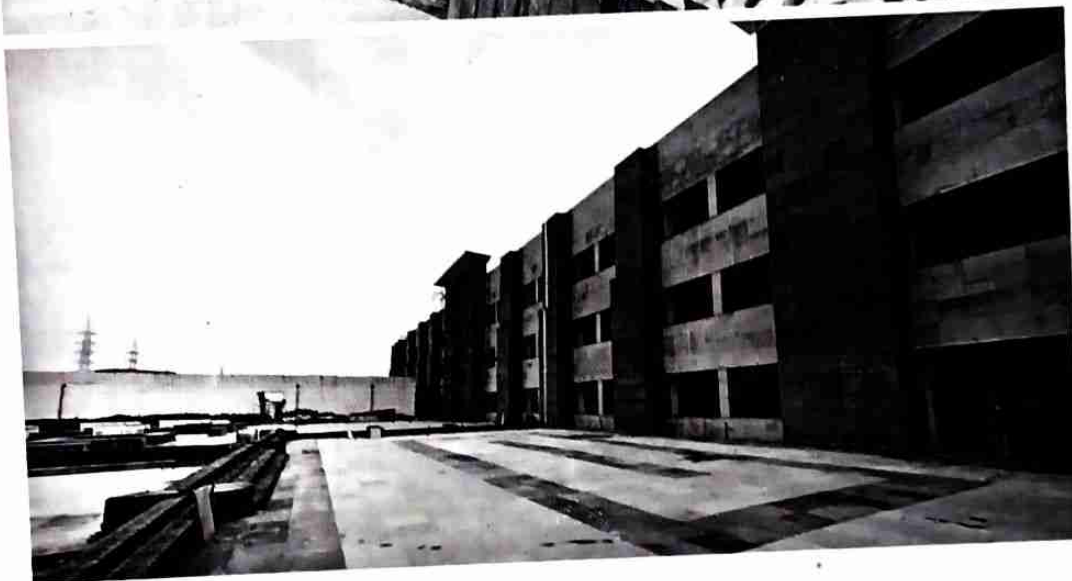


Location/ Lat Long: 28.709953, 77.488026

Photographs of Bunkar Mart Cum Expo Centre

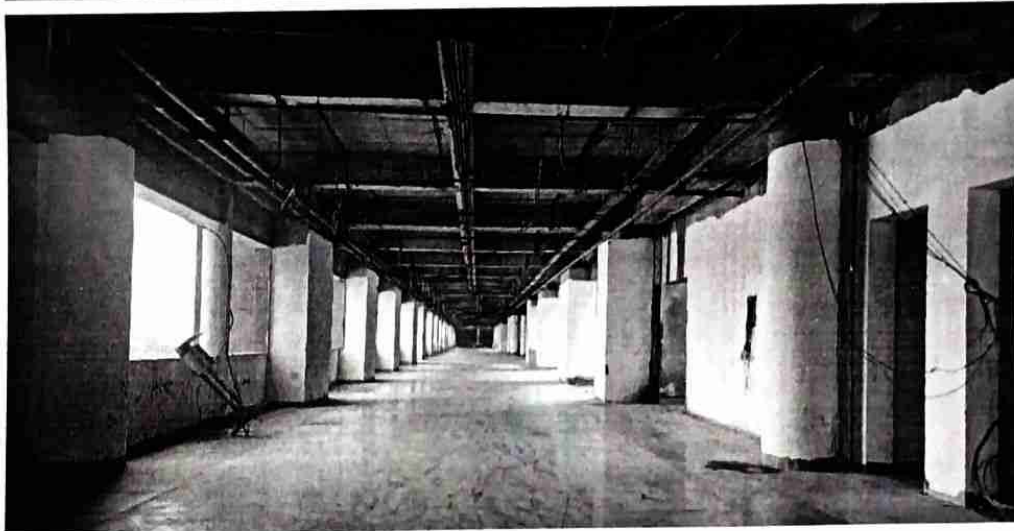
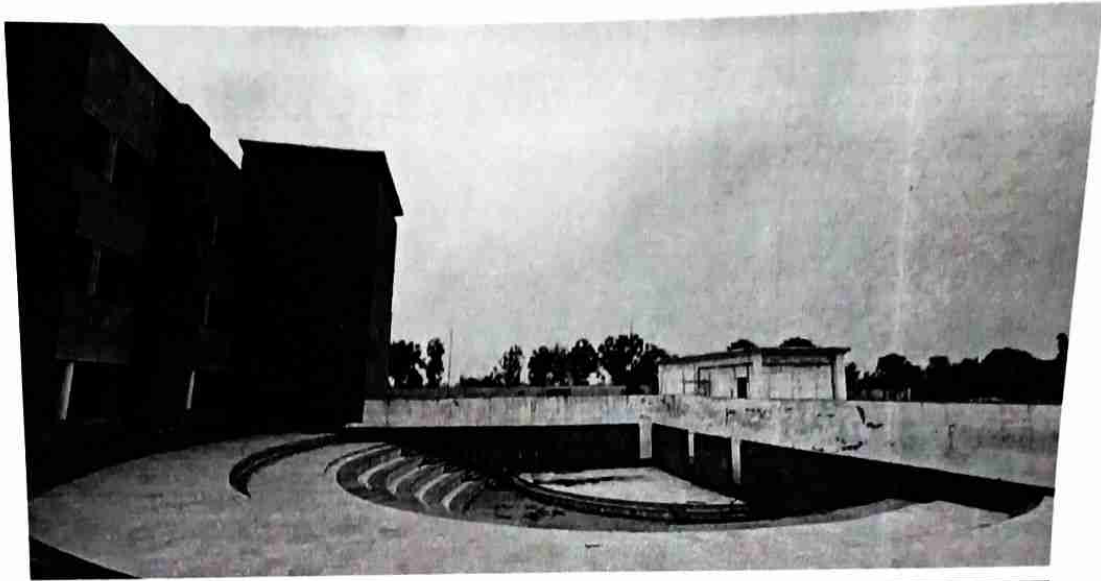
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