



**Invitation of Expression of Interest
for
Auction of license rights for a land measuring approximately 3.84
Acre in District Centre, Mayur Vihar, New Delhi on license fee basis
for development and operations of Delhi Eye**

**Delhi Development Authority Office:
Vikas Sadan, INA, New Delhi-110023**

<https://dda.gov.in/>

**EOI No: DDA/ LD/ SLPC/Spl. Project EOI/2026/01
Date: June 30, 2026**

Important Notice

1. The information contained in this Expression of Interest ("Eol") document, or subsequently provided to prospective Applicants, whether verbally or in documentary or any other form by or on behalf of Delhi Development Authority, Govt. of India (herein after referred to as "DDA") or any of its employees, is provided to Applicants on the terms and conditions set out in this Eol and such other terms and conditions subject to which such information is provided.
2. This Eol is not an agreement or an offer by DDA to the prospective Applicants or any other person. The purpose of this Eol is to provide prospective Applicants with information that may be useful to them in the formulation & expression of their interest to this Eol. The issue of this Eol and submission of an Eol by an interested Party shall not have any bearing on the future process to be undertaken by DDA for development of the project mentioned in the Eol.
3. This Eol may not be appropriate for all persons, and it is not possible for DDA and its employees to consider the objectives, technical expertise and particular needs of each party who reads or uses this Eol. The assumptions, assessments, statements and information contained in this Eol, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this Eol and obtain independent advice from appropriate sources.
4. Information provided in this Eol to the Applicants may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of legal requirements and should not be regarded as a complete or authoritative statement of law. DDA accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
5. DDA and its employees/ advisors make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this Eol or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the Eol and any assessment, assumption, statement or information contained therein or deemed to form part of this Eol or arising in any way with pre-qualification of Applicants for participation in the Bidding Process.
6. DDA also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this Eol. DDA may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this Eol.

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List of Abbreviations

Abbreviation	Meaning
CIN	: Corporate Identification Number
DDA	: Delhi Development Authority
EBITDA	: Earnings Before Interest, Taxes, Depreciation, and Amortization
EoI	: Expression of Interest
FY	: Financial Year
GSTIN	: Goods and Services Tax Identification Number
PAN	: Permanent Account Number
RFP	: Request for Proposal



1 Introduction

- 1.1 The Delhi Development Authority (DDA) was created in 1957 under the provisions of the Delhi Development Act, 1957 "to promote and secure the development of Delhi". DDA is responsible for planning, development and construction of Housing Projects, Commercial Lands, Land Management, Land Disposal, Land Pooling Land Costing etc. DDA has played a vital role in the orderly-yet-rapid development of Delhi.
- 1.2 As a part of its objective, DDA **intends to award via auction the licence rights of a land** parcel measuring approximately 3.84 Acres located in District Centre, Mayur Vihar on license fee basis for the development and operations of an Iconic Millennium Wheel / Observation Wheel/ Ferris Wheel ("Delhi Eye " or "Project") similar to the London Eye in London, Ain Dubai in Dubai, Singapore Flyer in Singapore etc., for a pre-determined license period.
- 1.3 The site coordinates (latitude & longitude) are: 28.591768, 77.298074
Google Map Link: <https://maps.app.goo.gl/aVzvYKZs4qWbtsrPA>
A site map is also provided in section 4
- 1.4 Accordingly, DDA hereby invites Expression of Interest (EoI) to assess the interest from reputed players having adequate experience of setting up similar / related projects of comparable scale and complexity for participating in the Request for Proposal ("RFP") that DDA intends to publish at a later date.
- 1.5 A detailed RFP containing the final terms and conditions and the draft licence deed shall be floated at a later date. DDA intends to adopt a competitive bidding process, for selection of the Licensee for award of the license rights of the Project.

2 Invitation For Expression of Interest

2.1 EoIs are invited from reputed players having adequate experience of setting up similar / related projects of comparable scale and complexity, for assessing their interest in participating in the RFP.

2.2 The EoI document can be downloaded from the following link:

<https://dda.gov.in/tenders>

2.3 Schedule of the EoI process for the interested applicants is mentioned below:

Activity Description	Timeline
Publication of EoI Document	June 30, 2026
Start date for downloading of EoI Document	June 30, 2026
Date and time of Stakeholders Consultation (Physical/Online/Hybrid mode)	11:30 AM of July 09, 2026
Last date for submission of queries	05:00 PM of July 10, 2026
Publication of responses to queries	05:00 PM of July 17, 2026
Last date for submission of Applications (EoI Due Date)	05:00 PM of July 28, 2026

2.4 Interested parties (the “Applicants”) may submit their EoIs as per the applicable formats on or before the EoI Due Date.

2.5 Subsequent to EoI process, DDA intends to invite Request for Proposal (“RFP”) for selection of an eligible entity for award of the licence rights for the development of the Project.

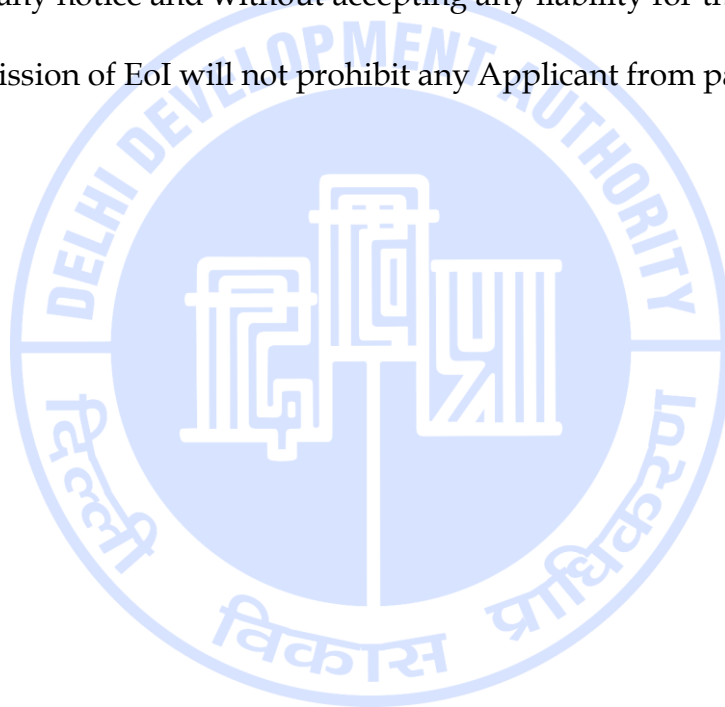
2.6 It is to be noted that the selection criteria and other terms & conditions of the bidding in the RFP stage will be finalised by DDA in consultation with various stakeholders.

2.7 DDA reserves the right to seek further information / clarifications from any of the Applicant on the submitted documents and the same shall be sought through a written communication/ email.

2.8 The Applicants shall be responsible for all the costs associated with the preparation of their EoI, including any costs related to undertaking visits to the site or adjoining areas, etc. or costs incurred for undertaking any sort of due

diligence. Further, DDA shall not be responsible for any costs or expenses incurred by the Applicant in connection with the preparation and delivery of EoI, including costs and expenses related to visit to the site or adjoining areas and costs incurred for undertaking any sort of due diligence.

- 2.9 It is to be noted that this is not a tender or invitation to bid. After review and scrutiny of the applications/ proposals received under this EoI, DDA may frame the detailed project scope including the development obligations and shall subsequently invite proposals for selection of a licensee, via a detailed RFP.
- 2.10 DDA reserves the rights to cancel, terminate, change or modify this EoI process and /or requirements stated in the EoI, without assigning any reason or providing any notice and without accepting any liability for the same.
- 2.11 Non-submission of EoI will not prohibit any Applicant from participating in the RFP stage.



3 Instructions to Applicants

- 3.1 Prospective Applicants are requested to review the details of the site as provided in this EoI.
- 3.2 Prospective Applicants are advised to undertake site visits and required preliminary due diligence of the site.
- 3.3 Sampling of any kind or removal of any materials from the site is strictly prohibited during the site visits.
- 3.4 DDA shall host a Stakeholders Consultation (Physical/Online/Hybrid mode) on July 09, 2026 at 11:30 AM. The venue of the meeting shall be notified in advance via a separate notice on the website of DDA. A link to join the online meeting shall be emailed to the Applicants (who have expressed their interest in participating in the stakeholder consultation) in advance. In case of a physical meeting, the number of authorised representatives for each Applicant shall be limited to two (02).

3.5 Applicants are requested to intimate the details of the participants from their end to DDA via an email to slpc.ld@dda.gov.in. The email must have the subject line “**Attending Stakeholder Consultation for Delhi Eye, District Centre, Mayur Vihar**” and must clearly mention the following:

- a) Name of the Applicant and email id of the Applicant
- b) Name of the participating person, their email ids and mobile numbers

3.6 The Expression of Interest is to be submitted in the manner prescribed below: -

Sl. No.	Item	Description
1.	Mode of Submission:	On-line
2.	Email id for submission	slpc.ld@dda.gov.in
3.	Telephone No.	+ 91 11 2469 8350
4.	EoI Due Date	05:00 PM of July 28, 2026
5.	Language of Submission	English
6.	Mandatory Requirements for EoI	1. Letter of Application (<i>as per the format provided in Annexure I of this EoI</i>) on the letterhead of the Applicant duly signed and stamped on each

Sl. No.	Item	Description
		<p>page and clearly mentioning the details of the authorized signatory.</p> <p>2. Details of the Applicant (<i>as per the format provided in Annexure II of this EoI</i>)</p> <p>3. Feedback / Suggestions on this EoI (<i>as per the format provided in Annexure III of this EoI</i>)</p>

3.7 Prospective Applicants are requested to adhere to the respective timelines mentioned in Clause 2.3 of this document and send across all requests and queries within the stipulated timeframes.

3.8 All correspondences are to be made only via email to the following email address:

Primary Email ID	slpc.ld@dda.gov.in
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3.9 Applicants are to ensure that in case of any attachments in the correspondence email, the file size of such attachment is less than 5 MB. In case of larger attachments, the attachments may be split into parts so that each attachment is less than 5 MB and multiple emails may be sent after proper numbering/sequencing.

3.10 In case of any contingencies/ clarifications the following people may be contacted:

Sl. No.	Name & Designation	Contact No
1.	Dr. Mannan Akhtar, IAS Commissioner, Land Disposal	+ 91 11 2469 8350

4 Key Site Details

4.1 Key site details are provided below:

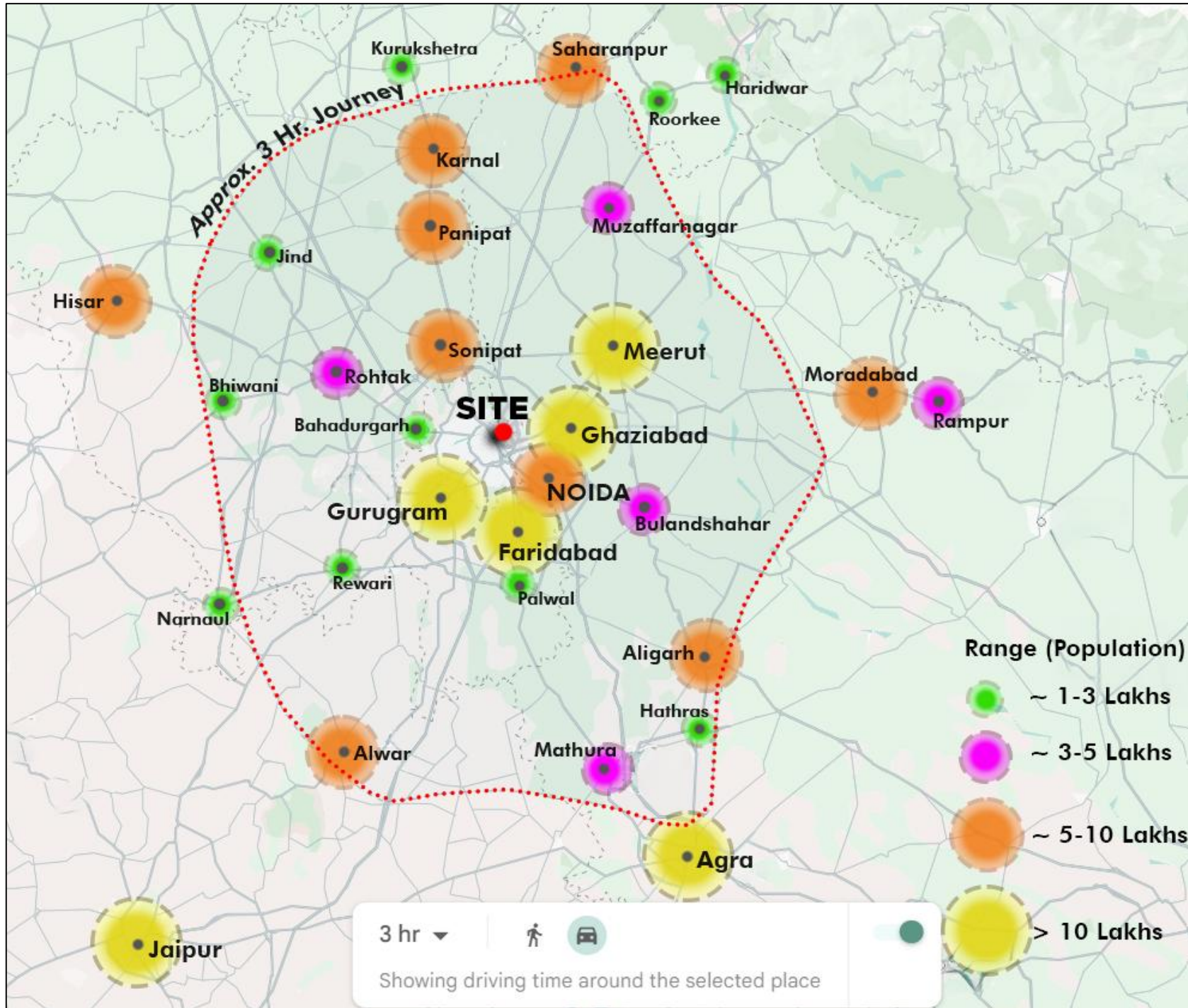
S. No.	Description	Details
1	Area of the Site	Approximately 3.84 Acres
2	Land-use (MPD 2021)	Commercial (District Centre)
3	Current Land Status	Vacant
4	Intended Land Use	Commercial (Delhi Eye)
5	Permissible FAR	150
6	Ground Coverage	50%
7	Height limit	NR (Subject to clearance from AAI & DFS)
8	ECS	3 (per 100 sqm of FAR)
9	Mode of Award	License fee basis
10	License period	55 Years
11	Site Location	District Centre, Mayur Vihar, New Delhi
12	Site Coordinates	28.591768, 77.298074

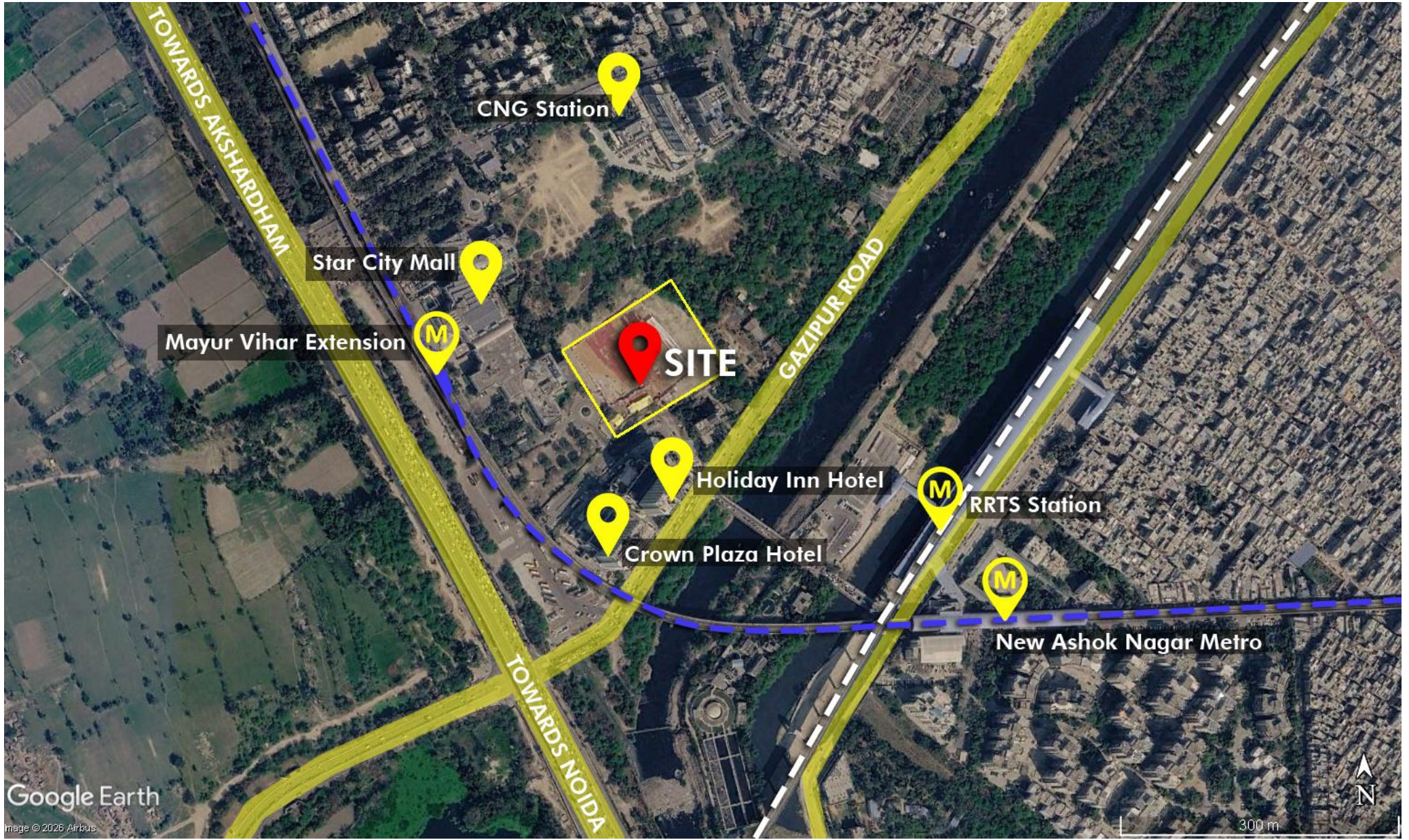
The Development Control Norms are as per MPD 2021 AND Unified Building Bye-Laws, 2016.

4.2 The site is located close to two metro stations (New Ashok Nagar and Mayur Vihar Extension) on the Blue Line. The Mayur Vihar Flyover, DND Flyover and Gazipur Road are adjacent to the site.

4.3 The site is already a vibrant commercial area with two hotels (Holiday Inn and Crowne Plaza) a shopping mall, multiple retail outlets, F&B outlets and corporate offices are already operational around the site.

4.4 The site is easily accessible from most major towns/ cities around NCR. Representative maps showing key towns / cities around the site and major access modes is provided below.





CNG Station

Star City Mall

Mayur Vihar Extension

SITE

Holiday Inn Hotel

Crown Plaza Hotel

RRTS Station

New Ashok Nagar Metro

Google Earth

Image © 2026 Airbus

300 m

5 Annexure I - Letter of Application

Letter of Application

(On the Applicant's Letter Head and to be signed and stamped on each page)

Date [to be inserted]

Delhi Development Authority

Vikas Sadan

INA

New Delhi-110023

Dear Sir,

Sub: Expression of Interest - "Disposal of Land Parcel on License Fee Basis for Development of EOI for Delhi Eye at District Centre, Mayur Vihar" - Submission of EoI

In response to your EoI Reference No. [insert reference no] published on your web portal <https://dda.gov.in/tenders>, I /We submit my/ our EoI as follows:

1. I / We have examined the details given in this EoI Notice.
2. I / we hereby submit and acknowledge, Annexure II containing our details and requested information.
3. DDA and/or its authorized representatives may contact the following contact persons for further information on any aspects of the EoI:

Description	Details
Name	
Designation	
Email ID:	
Mobile No.	
<i>[Insert additional rows in case more details of more than 1 contact person is to be provided]</i>	

4. I / We also agree that DDA or their authorized representatives can approach individuals, employers, financial institutions, rating agencies, and any other entity

as may be required to verify our competence, general reputation and financial strength.

5. I/We have studied EoI Document and all other documents carefully and have undertaken site visits and required level of preliminary due diligence.
6. I/We understand that we shall have no claim, right or title arising out of any documents or information provided to us by DDA or in respect of any matter arising out of or concerning or relating to the selection process including the award of concession rights.
7. *[Additional lines may be inserted in case the Applicant wants to provide any additional clarification]*

Yours sincerely

Signature

Name and Title of Authorized Signatory:

Date:

Location:

Enclosed:

1. Details of the Applicant (including supporting documents)

Feedback on the EoI



6 Annexure II - Details of Applicant

S. No.	Description	Remarks					
1.	Name of the Applicant	[insert name]					
2.	Constitution	[Company / Partnership Entity/Consortium/AIF]					
3.	Lead Member of Consortium (if applicable)	[insert name/ Not Applicable]					
4.	CIN/ Partnership Registration No.	[insert details]					
5.	PAN	[insert details]					
6.	GSTIN	[insert details]					
7.	Email ID	[insert details]					
8.	Phone / Mobile No.	[insert details]					
9.	Financial Details	<i>Financial Year</i>	<i>Revenue from Operations</i>	<i>PAT</i>	<i>Net Worth</i>		
		FY2026	[Figures Rs. Crores]	[Figures Rs. Crores]	[Figures Rs. Crores]		
		FY2025	[Figures Rs. Crores]	[Figures Rs. Crores]	[Figures Rs. Crores]		
		FY2024	[Figures Rs. Crores]	[Figures Rs. Crores]	[Figures Rs. Crores]		
10.	Details of Relevant Landmark / Tourism Infrastructure Projects						
	<i>Sl. No.</i>	<i>Project Name</i>	<i>Location</i>	<i>Year of Completion</i>	<i>Project Cost</i>	<i>Applicant's Role</i>	<i>Current Status</i>
					(Rs. Crore)		
	1	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
	2	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
	3	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
	Note: Parties may add more rows in case they want to show more						

S. No.	Description						Remarks
11.	Details of Entertainment / Tourism Attraction Projects						
	Sl. No.	Project Name	Location	Year of Commencement	Annual Visitors (Latest Year)	Applicant's Role	Current Status
	1	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
	2	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
	3	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
Note: Parties may add more rows in case they want to show more projects.							
12.	Observation Wheel / Amusement Ride Experience						
	Sl. No.	Project Name	Location	Type of Attraction	Height(m)	Capacity	Role of Applicant
	1	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
	2	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
	3	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
Note: Parties may add more rows in case they want to show more projects.							
13.	Details of Commercial Mixed-Use Projects						
	Sl. No.	Project Name	Location	Type of Development	Area (Land and Built-up Area (sq. m.))	Year of Completion	Applicant's Role
	1	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
	2	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
	3	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]	[insert details]
Note: Parties may add more rows in case they want to show more projects.							

7 Annexure III - Feedback on the Eoi

Sl. No.	Nature of Query	Description of Query and Suggestions
1.	(Technical/ Legal/ Commercial)	
2.	(Technical/ Legal/ Commercial)	
3.	(Technical/ Legal/ Commercial)	
4.	(Technical/ Legal/ Commercial)	

Note:

1. Applicants may add additional rows in case they have more queries/ suggestions
2. Interested applicants are also encouraged to provide their inputs in terms of the following aspects:
 - a. *Minimum Land area requirements*
 - b. *Infrastructural support needed*
 - c. *Optimum height and capacity of the observation wheel*
 - d. *Recommended commercial and mixed-use components to enhance project viability*
 - e. *Statutory approvals and clearances considered critical for timely implementation*
 - f. *Recommended qualification criteria for the subsequent RFP stage*
 - g. *Indicative implementation timeline*
 - h. *Any innovative features, attractions or ancillary developments that may enhance the project's attractiveness*