

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
9THFLOOR. SOOCHNA BHAWAN, Phase IV, CGO COMPLEX
NEW DELHI-110003
(Website: www.davp.nic.in)

No.53/06/11/OP-I

Dated: 01.11.2011

M/s Reshu Advertising Company
Reshu Vihar, Circular Road,
Muzzafar Nagar-251001(U.P.)

Sub: Display of Bharat Nirman messages through Hording in Uttarakhand.

Dear Sir,

It has been decided to display Hoardings for campaign on Bharat Nirman in the state of Uttarakhand as per DAVP approved rates, terms & conditions and as details below:-.

Sl. No	State	Locations	No. of Distt.	Rental/sft/per month (in Rs.)	No. of hoarding (20'x10') - 20 hdgs/Distt	Month of display	Display Charges	Flex printing charges (20x10x 9.5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)	Service tax (10.3 %)	Total (including service tax)
1	Uttarakhand	Udham Singh Nagar	1	35	20	1	140000	38000	10000	188000	19364	207364

Sl. No	State	Locations	No. of Distt.	Rental/sft/per month (in Rs.)	No. of hoarding (20'x10') - 20 hdgs/Distt	Month of display	Display Charges	Flex printing charges (20x10x 9.5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)	Service tax (10.3 %)	Total (including service tax)
2	Uttarakhand	Almora, Bageshwar, Chamoli, Champawati, Pauri Garhwal, Pithoragarh, Rudraprayag, Tehri Garhwal, Uttarkashi	9	35	135	1	945000	256500	67500	1269000	130707	1399707

The designs in CD of **Bharat Nirman** have already been sent to you. You are requested to submit details as under:

1. Display immediately within 5 days of issue of this letter.
2. Send display report within 10 days of issue of this letters.
3. Submit photographs after display within 5 days and.
4. The period of display may be extended on month to month basis

Confirmatory order will be issued after the receipt of above information /materials. In case any problem please mail directorop.davp@gmail.com

Yours faithfully
Sd/-
(Akash Luxman)
Director (OP)
Tel. no.01124369367

Copy to: FEO, DAVP, Headquarter for information & necessary action please.

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No.53/06/11/OP-I

Dated: 01.11.2011

M/s Hira Advertising Agency Pvt. Ltd.
17, Tyagi Hostel Market,
Western Kutchery Road,
Meerut-250001

Sub: Display of Bharat Nirman messages through Hording in Uttarakhand.

Dear Sir,

It has been decided to display Hoardings for campaign on Bharat Nirman in the state of Uttarakhand as per DAVP approved rates, terms & conditions and as details below:-

Sl. No	State	Locations	No. of Disstt.	Rental/sft/ per month (in Rs.)	No. of hoarding (20'x10') - 20 hdgs/Dist t.	Month of display	Display Charges	Flex printing charges (20x10x9 .5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)	Service tax (10.3 %)	Total (including service tax)
1	Uttarakhand	Dehradun, Haridwar and Nainital	3	35	60	1	420000	114000	30000	564000	58092	622092

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No.53/06/11/OP-I

Dated: 03.10.2011

M/s Hira Advertising Agency Pvt. Ltd.
 17, Tyagi Hostel Market,
 Western Kutchery Road,
 Meerut-250001

Sub: Display of Bharat Nirman messages through Hording in UP.

Dear Sir,

It has been decided to display of Bus Panels for campaign on Bharat Nirman as per DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights as details below:-

Sl. No.	State	Locations	No. of Disstt.	Rental/sft/per month (in Rs.)	No. of hoarding (20'x10') - 25 hdgs/Distt.	Month of display	Display Charges	Flex printing charges (20x10x9.5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)
1	Uttar Pradesh	Meerut	1	20	25	3	300000	47500	12500	360000

Sl. No.	State	Locations	No. of Disstt.	Rental/sft/per month (in Rs.)	No. of hoarding (20'x10') - 20 hdgs/Distt.	Month of display	Display Charges	Flex printing charges (20x10x9.5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)
1	Uttar Pradesh	Kanpur, Siddharthnagar, Etawa, Shaharanpur	4	20	80	3	960000	152000	40000	1152000

Sl. No.	State	Locations	No. of Disstt.	Rental/sft/per month (in Rs.)	No. of hoarding (20'x10') - 15 hdgs/Distt.	Month of display	Display Charges	Flex printing charges (20x10x9.5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)
1	Uttar Pradesh	Ghaziabad, Orai, Hamirpur, Jallon, Kaanouj, Jhansi, Mau, Balia, Lalitpur, Mahoba, Kanpur Dehat, Shamli, Panchasheel nagar	13	20	195	3	2340000	370500	97500	2808000

Service Tax Extra

The design in CD (**add DAVP logo positively at your end**) is attached herewith. You are requested to submit details as under:

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Sub: Display of Bharat Nirman messages through Hording in UP.

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1	Uttar Pradesh	Muzaffarnagar, Pilibhit, Aligarh, Rampur, Moradabad, Gautam Budh Nagar, Baghpat, Shahajahanpur	8	20	160	3	1920000	304000	80000	2304000

Sl. No.	State	Locations	No. of Disstt.	Rental/sft/per month (in Rs.)	No. of hoarding (20'x10') - 15 hdgs/Dis tt.	Month of display	Display Charges	Flex printing charges (20x10x9.5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)
1	Uttar Pradesh	Ghaziabad, Prabudhha Nagar, Itah, J P Nagar, Mahamaya Nagar, Kanshiram Nagar, Bhim Nagar	7	20	105	3	1260000	199500	52500	1512000

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Dated: 03.10.2011

M/s Sangam Vee Advertising
112, First Floor,
ELDECO Magnum Shopping Plaza
ELDECO Greens, Gomti Nagar,
Lucknow-226010

Sub: Display of Bharat Nirman messages through Hording in UP.

Dear Sir,

It has been decided to display of Bus Panels for campaign on Bharat Nirman as per DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights as details below:-.

Sl. No.	State	Locations	No. of Disst.	Rental/sf t/per month (in Rs.)	No. of hoarding (20'x10') - 20 hdgs/Distt.	Mon th of displ ay	Display Charges	Flex printing charges (20x10x9 .5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)
1	Uttar Pradesh	Faizabad, Mainpuri, Chitrakoot	3	20	60	3	720000	114000	30000	864000

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No.53/06/11/OP-I

Dated: 03.10.2011

M/s Sigma Trade Wings,
D-165, Faizabad Road, Indira Nagar,
Lucknow-16

Sub: Display of Bharat Nirman messages through Hording in UP.

Dear Sir,

It has been decided to display of Bus Panels for campaign on Bharat Nirman as per DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights as details below:-

Sl. No.	State	Locations	No. of Disstt.	Rental/sft/per month (in Rs.)	No. of hoarding (20'x10') - 30 hdgs/Disstt.	Month of display	Display Charges	Flex printing charges (20x10x9.5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)
1	Uttar Pradesh	Lucknow, Allahabad, Varanasi	3	20	90	3	1080000	171000	45000	1296000

Sl. No.	State	Locations	No. of Disstt.	Rental/sft/per month (in Rs.)	No. of hoarding (20'x10') - 25 hdgs/Disstt.	Month of display	Display Charges	Flex printing charges (20x10x9.5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)
1	Uttar Pradesh	Agra, Bijnor, Bareilly, Gorakhpur, Mathura, Rae Bareilly, Maharajgunj, Chandoli, Fatehpur	9	20	225	3	2700000	427500	112500	3240000

Sl. No.	State	Locations	No. of Disstt.	Rental/sft/per month (in Rs.)	No. of hoarding (20'x10') - 15 hdgs/Disstt.	Month of display	Display Charges	Flex printing charges (20x10x9.5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)
1	Uttar Pradesh	Azamgarh, Basti, Gazipur, Pratapgarh, Sant Kabirnagar, Jaunpur, Kaushambi, Sonbhadra, Sant Ravi Das Nagar, Unnao, Sravasti, Badaun, Farrukhabad, Behraich, Gonda, Mirzapur, Kushinagar, Deoria, Sultanpur, Balrampur	20	20	300	3	3600000	570000	150000	4320000

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No.53/06/11/OP-I

Dated: 03.10.2011

M/s Shobha Publicity
9, Shahnajaf Road,
Lucknow-226001

Sub: Display of Bharat Nirman messages through Hording in UP.

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1	Uttar Pradesh	Barabanki, Sitapur, Bulandshar, Firozabad	4	20	100	3	1200000	190000	50000	1440000

Sl. No.	State	Locations	No. of Disstt.	Rental/sft/per month (in Rs.)	No. of hoarding (20'x10') - 20 hdgs/Distt.	Month of display	Display Charges	Flex printing charges (20x10x9.5)	Flex fixing charges Rs. 500 per hdg.	Total (in Rs.)
1	Uttar Pradesh	Ambedkar Nagar, Lakhimpur Kheri, Chhatrapati Sahuji Maharaj	3	20	60	3	720000	114000	30000	864000

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Dated: 21.10.2011

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ELDECO Greens, Gomti Nagar,
Lucknow-226010

Sub: Display of Bharat Nirman messages through Hording in UP.

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1	Uttar Pradesh	Banda	1	20	20	3	240000	38000	10000	288000	29664	317664

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