

**GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION AND BROADCASTING
B-BLOCK BARRACKS, K.G. MARG, NEW DELHI-11001
Ph.: 2338 5013, 2338 9596, 2338 5939 (Tele Fax) Website: davn.nic.in**

F. No. – 26/02/10-11/OP-II/DA

Dated: 17/01/11

M/s Hitendra Advertising & Marketing Pvt. Ltd.,
135, Akshaya Complex,
Dhole Patil Road,
Pune-411 001

Sub: Display of “PCRA” campaign through 500 auto-rickshaw panels in Tamilnadu and 375 in Andhra Pradesh for three months.

Dear Sir,

It has been decided to display “PCRA” campaign through 500 auto-rickshaw panels in Tamilnadu and 375 in Andhra Pradesh for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/State	Qty	Area in Sq. Ft.	Rental/ Month	RTO Chg.	Vinyl Printing @	Period (in months)	Design/ Language
Tamilnadu (20 cities)	500	5	225	100	Rs.16/Sq. Ft.	3	PCRA-2,3,4 (25 autos in each city)
Andhra Pradesh (15 cities)	375	5	225	100	Rs.16/Sq. Ft.	3	PCRA-2,3,4 (25 autos in each city)

(Service Tax extra)

The design CD is attached herewith.

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

**GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION AND BROADCASTING
B-BLOCK BARRACKS, K.G. MARG, NEW DELHI-11001
Ph.: 2338 5013, 2338 9596, 2338 5939 (Tele Fax) Website: davp.nic.in**

F. No. – 26/04/10-11/OP-II/DA

Dated: 17/01/11

M/s Prithvi Associates,
35, Shrimali Society,
Opp. Navrangpura Police station,
Navrangpura,
Ahmedabad-380 009

Sub: Display of 80 hoardings (10'x20') of "PCRA" campaign at bus stands in Gujarat for three months.

Dear Sir,

It has been decided to display 80 hoardings (10'x20') of "PCRA" campaign at bus stands in Gujarat for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/State	Qty	Rental/Month	Flex Fix Ch.	Flex Printing @	Period (in months)	Design/ Language
Gujarat	80	2000	500	Rs.9.5/Sq. Ft.	3	PCRA-2,4 (40 hoardings each, all hoardings to be translated into Gujarati by the agency)

(Service Tax extra)

The design CD is attached herewith.

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- Get the inspection from local central/state Govt. Officer.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Locations : As per list enclosed.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

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F. No. – 26/04/10-11/OP-II/DA

Dated: 17/01/11

M/s NS Publicity India Pvt. Ltd.,
B-3, Shri Giriraj Mansion,
New Colony, Panch Batti,
Jaipur-302 001

Sub: Display of 50 hoardings (10'x20') of "PCRA" campaign at bus stands in Rajasthan for three months.

Dear Sir,

It has been decided to display 50 hoardings (10'x20') of "PCRA" campaign at bus stands in Rajasthan for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/State	Qty	Rental/Month	Flex Fix Ch.	Flex Printing @	Period (in months)	Design/ Language
Rajasthan	50	4300	500	Rs.9.5/Sq. Ft.	3	PCRA-6 (10 nos.) PCRA-7,8 (20 each)

(Service Tax extra)

The design CD is attached herewith.

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- Get the inspection from local central/state Govt. Officer.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Locations : As per list enclosed.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

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F. No. – 26/04/10-11/OP-II/DA

Dated: 17/01/11

M/s Prabhatam Advertising Pvt. Ltd.
Rashtriya Tower,
38, Rani Jhansi Road,
Jhandewalan,
New Delhi-110 055

Sub: Display of 28 hoardings (10'x20') of "PCRA" campaign at bus stands in Uttarakhand for three months.

Dear Sir,

It has been decided to display 28 hoardings (10'x20') on "PCRA" campaign at bus stands in Uttarakhand for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/State	Qty	Rental/Month	Flex Fix Ch.	Flex Printing @	Period (in months)	Design/ Language
Uttarakhand	28	2200	500	Rs.9.5/Sq. Ft.	3	PCRA-4,7 (9 each) PCRA-8 (10 nos.)

(Service Tax extra)

The design CD is attached herewith.

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- Get the inspection from local central/state Govt. Officer.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Locations : As per list enclosed.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

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Ph.: 2338 5013, 2338 9596, 2338 5939 (Tele Fax) Website: davn.nic.in**

F. No. – 26/03/10-11/OP-II/DA

Dated: 17/01/11

M/s Pisces Communications Pvt. Ltd.,
F-218, Prashant Vihar,
New Delhi-110 085

Sub: Display of 200 bus panels of “PCRA” campaign on buses of Himachal Pradesh for three months.

Dear Sir,

It has been decided to display 200 bus panels of “PCRA” campaign on buses of Himachal Pradesh for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/ State	Qty	Length”	Width”	Rental/ Month	Vinyl Fix Ch.	Vinyl Printing @	Period (in months)	Design/ Language
Himachal Pradesh	200	48	36	775	100	Rs.16/Sq. Ft.	3	PCRA-2,3 (Equally Divided)

(Service Tax extra)

The design CD is attached herewith.

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Locations : Rampur-10, Rohroo-10, Shimla 1-20, Solan-10, Nahan-10, Mandi-10, Sunder Nagar 63-10, Nalagarh-10, Hamirpur-15, Una-10, Bilaspur-10, Taradevi-15, Dharamshala-15, Chamba-10, Pathankot-10, Baijnath-10, Kullu-15 (panels).

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

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F. No. – 26/03/10-11/OP-II/DA

Dated: 17/01/11

M/s Softline Media Ltd.,
38, Rani Jhansi Road,
P.O. Box-5711
New Delhi-110 055

Sub: Display of 150 bus panels of “PCRA” campaign on buses of Arunachal Pradesh for three months.

Dear Sir,

It has been decided to display 150 bus panels of “PCRA” campaign on buses of Arunachal Pradesh for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/ State	Qty	Length”	Width”	Rental/ Month	Vinyl Fix Ch.	Vinyl Printing @	Period (in months)	Design/ Language
Arunachal Pradesh	150	48	36	450	100	Rs.16/Sq. Ft.	3	PCRA-2,3 (75 each)

(Service Tax extra)

The design CD is attached herewith.

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Locations : Bomdilla-4,Seppa-4, Tezpur-9, Itanagar-45, North Lakhmipur-5, Ziro-1, Daporijo-3, Along-16, Pasighat-17, Mebo-2, Yingkiong-1, Roing-10, Tezu-9, Namsai-12, Miao-12 (panels)

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

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F. No. – 26/03/10-11/OP-II/DA

Dated: 17/01/11

M/s Ad Global,
SCO-190, 3rd Floor, Sector 34-A,
Chandigarh

Sub: Display of 200 bus panels of “PCRA” campaign on buses of Punjab for three months.

Dear Sir,

It has been decided to display 200 bus panels of “PCRA” campaign on buses of Punjab for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/ State	Qty	Length”	Width”	Rental/ Month	Vinyl Fix Ch.	Vinyl Printing @	Period (in months)	Design/ Language
Punjab PEPSU	200	48	24	1040	100	Rs.16/Sq. Ft.	3	PCRA-1,4,7,8 (Equally Divided)

(Service Tax extra)

The design CD is attached herewith.

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Locations : As per list enclosed.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

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DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION AND BROADCASTING
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F. No. – 26/03/10-11/OP-II/DA

Dated: 17/01/11

M/s Classic Advertising,
4th Floor, 15-Darga Road,
Park Circus,
Kolkata-700 017

Sub: Display of 100 bus panels of “PCRA” campaign on buses of Kolkata Mini for three months.

Dear Sir,

It has been decided to display 100 bus panels of “PCRA” campaign on buses of Kolkata Mini for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/ State	Qty	Length”	Width”	Rental/ Month	Vinyl Fix Ch.	Vinyl Printing @	Period (in months)	Design/ Language
Kolkata Mini	100	84	36	900	100	Rs.16/Sq. Ft.	3	PCRA-2,4 (50 each)

(Service Tax extra)

The design CD is attached herewith.

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Locations : As per list enclosed.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

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DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION AND BROADCASTING
B-BLOCK BARRACKS, K.G. MARG, NEW DELHI-11001
Ph.: 2338 5013, 2338 9596, 2338 5939 (Tele Fax) Website: davp.nic.in**

F. No. – 26/03/10-11/OP-II/DA

Dated: 17/01/11

M/s Prithvi Associates,
18/2 Prabhadevi Industrial Estate,
Opp. Siddhivinayak Temple, Prabhadevi,
Mumbai-400025

Sub: Display of 200 bus panels of “PCRA” campaign on buses of Maharashtra for three months.

Dear Sir,

It has been decided to display 200 bus panels of “PCRA” campaign on buses of Maharashtra for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/ State	Qty	Length”	Width”	Rental/ Month	Vinyl Fix Ch.	Vinyl Printing @	Period (in months)	Design/ Language
Maharashtra	200	39	36	670	100	Rs.16/Sq. Ft.	3	PCRA-3,5,7,8 (Equally divided, 100 panels to be translated into Marathi by the agency)

(Service Tax extra)

The design CD is attached herewith.

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Locations : As per list enclosed.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

**GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION AND BROADCASTING
B-BLOCK BARRACKS, K.G. MARG, NEW DELHI-11001
Ph.: 2338 5013, 2338 9596, 2338 5939 (Tele Fax) Website: davp.nic.in**

F. No. – 26/03/10-11/OP-II/DA

Dated: 17/01/11

M/s Primetime Communications,
A-4 (Commercial), 2nd floor,
Inderpuri,
New Delhi-110 012

Sub: Display of 300 bus panels of “PCRA” campaign on buses of U.P. for three months.

Dear Sir,

It has been decided to display 300 bus panels of “PCRA” campaign on buses of U.P. for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/ State	Qty	Length”	Width”	Rental/ Month	Vinyl Fix Ch.	Vinyl Printing @	Period (in months)	Design/ Language
U.P.	300	40	32	780	100	Rs.16/Sq. Ft.	3	PCRA-1,2,4,7 & 8 (Equitably Divided)

(Service Tax extra)

The design CD is attached herewith.

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Locations : As per list enclosed.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

**GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION AND BROADCASTING
B-BLOCK BARRACKS, K.G. MARG, NEW DELHI-11001
Ph.: 2338 5013, 2338 9596, 2338 5939 (Tele Fax) Website: davp.nic.in**

F. No. – 26/05/10-11/OP-II/DA

Dated: 17/01/11

M/s Pioneer Publicity Corp.,
227, CM-1, Office Complex,
Jhandewalan,
New Delhi-110 055

Sub: Display of hoardings (10'x20') of "PCRA" campaign at various Railway Stations (details given below) for three months.

Dear Sir,

It has been decided to display hoardings (10'x20') of "PCRA" campaign at various Railway Stations (details given below) for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

City/State	Qty	Rental/ Month	Flex Fix Ch.	Flex Printing @	Period (in months)	Design/ Language
Old Delhi	2	16800	500	Rs.9.5/Sq. Ft.	3	PCRA
New Delhi	2	16800	500	Rs.9.5/Sq. Ft.	3	PCRA
Nizamudin	1	16800	500	Rs.9.5/Sq. Ft.	3	PCRA
Delhi Cantt.	1	16800	500	Rs.9.5/Sq. Ft.	3	PCRA
Sarai Rohilla	1	16800	500	Rs.9.5/Sq. Ft.	3	PCRA
All Stn. Delhi-Rewari	8	4800	500	Rs.9.5/Sq. Ft.	3	PCRA
Shiwaji Bg-Palwal	14	5600	500	Rs.9.5/Sq. Ft.	3	PCRA
Ghad-Saharanpur	6	5600	500	Rs.9.5/Sq. Ft.	3	PCRA
Delhi-Ambala	2	5600	500	Rs.9.5/Sq. Ft.	3	PCRA

(Service Tax extra)

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- Send display report within 2 days of display with details of location and photographs.
- Get the inspection from local central/state Govt. Officer.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

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B-BLOCK BARRACKS, K.G. MARG, NEW DELHI-11001
Ph.: 2338 5013, 2338 9596, 2338 5939 (Tele Fax) Website: davn.nic.in**

F. No. – 26/01/10-11/OP-II/DA

Dated: 17/01/11

M/s Cat Advertising,
217, Aggarwal Tower,
2nd Floor, DDA LSC II,
Plot No.-8, I.P. Extn.,
Patparganj,
Delhi-110 092

Sub: Display of 4 animation spots each of “PCRA campaign” at Noida T-Point, ITO Xing & Delhi Cantt. for three months.

Dear Sir,

It has been decided to display 4 animation spots each of “PCRA campaign” at Noida T-Point, ITO Xing & Delhi Cantt. for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

Location	No. of Spots	Rental Per Month /Spot	Period (in months)	Design/Language
Noida T-Point	4	22000	3	Design Supplied By PCRA
ITO Xing	4	22000	3	-do-
Delhi Cantt.	4	16500	3	-do-

(Service Tax extra)

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
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- Get the inspection from local central/state Govt. Officer.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

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F. No. – 26/01/10-11/OP-II/DA

Dated: 17/01/11

M/s Rose Advertising,
CD-12, Vishakha Enclave,
Pitam Pura,
Delhi-110 034

Sub: Display of 3 spots LED display of “PCRA campaign” at Ansal Plaza for three months.

Dear Sir,

It has been decided to display 3 spots LED display of “PCRA campaign” at Ansal Plaza for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

Location	No. of Spots	Rental Per Month/Spot	Period (in months)	Design/Language
Ansal Plaza	3	49000	3	Design Supplied By PCRA

(Service Tax extra)

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
- Send display report within 2 days of display with details of location and photographs.
- Get the inspection from local central/state Govt. Officer.
- **DAVP LOGO** should appear on bottom of either side of display.

Confirmatory order will be issued after the receipt of above information/materials. You may fax the details to us on our Fax No.011-23385939 & 23385013.

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

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Ph.: 2338 5013, 2338 9596, 2338 5939 (Tele Fax) Website: davn.nic.in**

F. No. – 26/01/10-11/OP-II/DA

Dated: 17/01/11

M/s Digital Signage Network Pvt. Ltd.,
1810/8, Gayani Bazar, Near DDA Park,
Opp. South Extn.-1,
New Delhi-110003

Sub: Display of 14 video walls of “PCRA campaign” in Mumbai for three months.

Dear Sir,

It has been decided to display 14 video walls of “PCRA campaign” in Mumbai for three months at DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights, as detailed below :-

Location	No. of Video Walls	Rental Per Month /Per Spot	Period (in months)	Design/Language
Mumbai	14	39000	3	Design Supplied By PCRA

(Service Tax extra)

You are requested to display the campaign as per details given below:

- Display should be within (7 days for local & 15 days for outstation) of issue of this letter.
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- Get the inspection from local central/state Govt. Officer.
- **DAVP LOGO** should appear on bottom of either side of display.

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Locations : Santacruz (2), Virar (2), Jogeshwari (2), Kandiwali (2), Mahim (2), Andheri (2), Bandra (1), Churchgate (1).

Yours faithfully,

(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

Copy To:-

F.E.O. Mumbai, for information & necessary action. He is requested to inspect the display and send the report to this office contacting the agency (Ph.: 9920182258)

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
"B" BLOCK BARRACKS, K.G.MARG, NEW DELHI - 01.
(Website : www.davp.nic.in)

No. 38/06/10-11/OP-III

Dated: 17.01.2011

To
M/s, Chitra Advertising Service
1/17, Ground Floor,
Lalita Park,
Laxmi Nagar,
Delhi-110092

Sub: Display of PCRA messages through gantry at Ramban

Sir,

It has been decided to display messages as mentioned above through gantry at Ramban at DAVP approved rates, terms and conditions. The details of the display are as under

Gantry - PCRA							
Sl. No.	Location	Rental	Qty.	Month	Amount	Service tax @ 10.3 %	Total
1	Ramban	8000	5	3	120000	12360	132360

The designs: PCRA – 2, 3, 4, 5, 8 (Hotel Shan palace 2, Hotel Gulshan 2, Near Pir Main Bazar 1

You are required to display the message within 7 days of issue of this letter.

The display report may please be sent within 24 hours of display and send photographs thereafter.

A CD containing the designs is enclosed for the purpose. DAVP logo must appear in the design of display (right hand bottom corner)

Please get the inspection done by Field Exhibition officer, DAVP, Jammu (Tel. No. 0191-2547868).

The confirmatory order will be issued after the receipt of the information stated above.

Yours faithfully

(Padam Upadhyay)
Production Manager (OP)
for DG, DAVP
Tel. no. 011-23385939

Copy to: The Field Exhibition Officer, Jammu with request to do the inspection of the display.

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
"B" BLOCK BARRACKS, K.G.MARG, NEW DELHI - 01.
(Website : www.davp.nic.in)

No. 38/05/10-11/OP-III

Dated: 17.01.2011

To
M/s, Onnyx Electronics
11, Parmesh Corporate tower,
Plot no. 13,
Karkardooma LSC,
Delhi - 110092

Sub: Display of PCRA messages through kiosks on traffic signal at Kolkata

Sir,

It has been decided to display messages as mentioned above through kiosks on traffic signal at Kolkata at DAVP approved rates, terms and conditions. The details of the display are as under

PCRA										
Sl. No.	Location	Rental /sft/month in Rs.	Total sft. In Rs.	Months	Amount in Rs.	Flex printing (@ Rs. 20/- per sft)	Total (amount+flex printing) in Rs.	Service tax @ 10.3 %	Total	Agency
1	Kolkata	75	2800	3	630000	56000	686000	70658	756658	Onnyx Electronics

The designs: PCRA – 4 & 5 (K.C.Das & Esplanade, C R Avenue & M G Road, C R Avenue & G C Avenue, S R Avenue & Md Ali Park, J M Avenue & A V School, Raj Bhawan para, C R Avenue & J N D Road)

You are required to display the message within 7 days of issue of this letter.

The display report may please be sent within 24 hours of display and send photographs thereafter.

A CD containing the designs is enclosed for the purpose. DAVP logo must appear in the design of display (right hand bottom corner)

Please get the inspection done by Field Exhibition officer, DAVP, Kolkata (Tel No. 033-23341130).

The confirmatory order will be issued after the receipt of the information stated above.

Yours faithfully

(Padam Upadhyay)
Production Manager (OP)
for DG, DAVP
Tel. no. 011-23385939

Copy to: The Field Exhibition Officer, Kolkata with request to do the inspection of the display. The contact no. of the agency is 9810184834/9748400000.

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
"B" BLOCK BARRACKS, K.G.MARG, NEW DELHI - 01.
(Website : www.davp.nic.in)

No. 38/05/10-11/OP-III

Dated: 17.01.2011

To
M/s, Pioneer Publicity Corporation
227-CM-I, Jhandewalan,
New Delhi-110055.

Sub: Display of PCRA messages through Backlit pillar wrap and kiosks at Kolkata

Sir,

It has been decided to display messages as mentioned above through Backlit pillar wrap and kiosks at Kolkata at DAVP approved rates, terms and conditions. The details of the display are as under

Traffic signal & backlit pillar wrap - PCRA							
Sl. No.	Location	Rental/sft /month	Total sft	Months	Amount	Service tax @ 10.3 %	Total
1	Kolkata	75	3016	3	678600	69895.8	748495.8
2	Kolkata	75	1216	3	273600	28180.8	301780.8

The designs: PCRA – 4 & 5 (Traffic signal) (E.M.Bypass & ATI Gate, S.P.Mukherjee Road, A.P.C.Road & Pharia Pukur Road Xing, Ultadanga Road, Girish Avenue, B.T.Road); PCRA – 4 (Pillar wrap/signages) (Rabindra Sadan, Hotel East West, Near Circus Avenue Jhautala Crossing approach of flyover, Near Circus Avenue & Jhautala Xing, Hotel East West)

You are required to display the message within 7 days of issue of this letter.

The display report may please be sent within 24 hours of display and send photographs thereafter.

A CD containing the designs is enclosed for the purpose. DAVP logo must appear in the design of display (right hand bottom corner)

Please get the inspection done by Field Exhibition officer, DAVP, Kolkata (Tel No. 033-23341130).

The confirmatory order will be issued after the receipt of the information stated above.

Yours faithfully

(Padam Upadhyay)
Production Manager (OP)
for DG, DAVP
Tel. no. 011-23385939

Copy to: The Field Exhibition Officer, Kolkata with request to do the inspection of the display.

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
"B" BLOCK BARRACKS, K.G.MARG, NEW DELHI - 01.
(Website : www.davp.nic.in)

No. 38/04/10-11/OP-III

Dated: 17.01.2011

To

M/s, Shree Agarsen Advertisers
C-91/9, Wazirpur Industrial Area
Delhi - 110052

Sub: Display of PCRA messages through train inside panels in Shatabdi; Janshabdi and Karnavati express for 3 months

Sir,

It has been decided to display messages as mentioned above on 950 inside panels in Shatabdi and Jan-Shatabdi and Karnavati express, at DAVP approved rate, terms and conditions for which you have a sole concessionaire right. The details are as under

DISPLAY OF INSIDE PANELS IN JAN SHATABDI/SHATABDI EXPRESS - PCRA								
Sl. No.	Train (Jan Shatabdi/Shatabdi)	Rental	Size of panel (sq. inch/ft)	Qty.	Months of display	Total	Service tax @ 10.3 %	Grand Total
1	Dadar - Goa (Mudgaon) JS	1800	216/1.5	200	3	1080000	111240	1191240
2	Howrah - Barbil JS	1800	216/1.5	200	3	1080000	111240	1191240
3	Hubli - Bangalore JS	1800	216/1.5	150	3	810000	83430	893430
4	Bangalore - Chennai (S)	2000	216/1.5	200	3	1200000	123600	1323600
5	Karnawati Express	1800	216/1.5	200	3	1080000	111240	1191240
				950	3	Total expenditure		5790750

The designs: Sl.No 1 (PCRA 2 & 4, 100 each) (; Sl. No. 2 (PCRA – 2 & 4, 100 each); Sl. No. 3 (PCRA – 2 & 6, 75 each); Sl. No. 4 (PCRA – 2 & 6, 100 each; Sl. No. 5 (PCRA – 2 & 4, 100 each)

You are required to display the message within 7 days of issue of this letter.

The display report may please be sent within 24 hours of display and send photographs thereafter.

A CD containing the designs is enclosed for the purpose. DAVP logo must appear in the design of display (right hand bottom corner)

After the display is over, you are required to submit two photographs for each panel- one close up and other distant view in cabinet size and an inspection report of the panels issued by the railway authority.

The confirmatory order will be issued after the receipt of the information stated above.

Yours faithfully

(Padam Upadhyay)
Production Manager (OP)
for DG, DAVP
Tel. no. 011-23385939

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
"B" BLOCK BARRACKS, K.G.MARG, NEW DELHI - 01.
(Website : www.davp.nic.in)

No. 38/03/10-11/OP-III

Dated: 17.01.2011

To
M/s SHALIMAR ADVERTISERS
13/9, Ajmal Khan Road,
3rd Floor, Karol Bagh,
New Delhi-110005

Sub: Display of PCRA messages through metro rail display board at Yamuna Bank Metro Rail station

Sir,

It has been decided to display messages as mentioned above through metro display board at DAVP approved rates, terms and conditions. The details of the display are as under

Metro Display Board - PCRA								
Sn	Location	Agency	Wid "	len "	rent/sft	qty	month	Amount
1	Yamuna Bank	Shalimar	120	60	660	4	3	396000
Service tax @ 10.3 %								40788
Grand Total								436788

The designs: PCRA – 2,3, 5, 6 (one each in four platforms) Delhi

You are required to display the message within 7 days of issue of this letter.

The display report may please be sent within 24 hours of display and send photographs thereafter.

A CD containing the designs is enclosed for the purpose. DAVP logo must appear in the design of display (right hand bottom corner)

Please get the inspection done by an officer of DAVP, New Delhi.

The confirmatory order will be issued after the receipt of the information stated above.

Yours faithfully

(Padam Upadhyay)
Production Manager (OP)
for DG, DAVP
Tel. no. 011-23385939

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
"B" BLOCK BARRACKS, K.G.MARG, NEW DELHI - 01.
(Website : www.davp.nic.in)

No. 38/02/10-11/OP-III

Dated: 17.01.2011

To
M/s, Pioneer Publicity Corporation
227-CM-I, Jhandewalan,
New Delhi-110055.

Sub: Display of PCRA messages through Public Utility at Varanasi, UP
Sir,

It has been decided to display messages as mentioned above through Public Utility at Varanasi at DAVP approved rates, terms and conditions. The details of the display are as under

Public Utilities - PCRA							
SN	Location	Rent PM	Qty	month	Amount	Service tax @ 10.3 %	Total
1	Varanasi (Uttar Pradesh)	60000	1	3	180000	18540	198540

The designs: PCRA – 2

You are required to display the message within 7 days of issue of this letter.

The display report may please be sent within 24 hours of display and send photographs thereafter.

A CD containing the designs is enclosed for the purpose. DAVP logo must appear in the design of display (right hand bottom corner)

Please get the inspection done by Field Exhibition officer, DAVP, Lucknow (Tel. No. 05222328046).

The confirmatory order will be issued after the receipt of the information stated above.

Yours faithfully

(Padam Upadhyay)
Production Manager (OP)
for DG, DAVP
Tel. no. 011-23385939

Copy to: The Field Exhibition Officer, Lucknow with request to do the inspection of the display.

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
"B" BLOCK BARRACKS, K.G.MARG, NEW DELHI - 01.
(Website : www.davp.nic.in)

No. 38/01/10-11/OP-III

Dated: 17.01.2011

To,
M/s, Greenline
I-25, Lajpat Nagar, Part - 3,
New Delhi - 110024

Sub: Display of PCRA messages through Unipoles at Patiala and Amritsar

Sir,

It has been decided to display messages as mentioned above through Unipoles at DAVP approved rates, terms and conditions. The details of the display are as under

UNIPOLES - PCRA							
SN	Location	RENTAL pm	qty	month	amount	Service tax @ 10.3 %	Grand total
1	Patiala	24000	3	3	216000	22248	238248
2	Amritsar	24000	3	3	216000	22248	238248

The designs: Sl. No. 1 (PCRA – 1, 8, 7) (Model town, Fountain Chowk, Thapar); Sl. No. 2 (PCRA – 1, 8, 7) (Mall Road, G T Road, Airport Road)

You are required to display the message within 7 days of issue of this letter.

The display report may please be sent within 24 hours of display and send photographs thereafter.

A CD containing the designs is enclosed for the purpose. DAVP logo must appear in the design of display (right hand bottom corner)

Please get the inspection done by Field Exhibition officer, DAVP, Chandigarh (Tel. No. 0172-2747969).

The confirmatory order will be issued after the receipt of the information stated above.

Yours faithfully

(Padam Upadhyay)
Production Manager (OP)
for DG, DAVP
Tel. no. 011-23385939

Copy to: The Field Exhibition Officer, Chandigarh with request to do the inspection of the display.

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
"B" BLOCK BARRACKS, K.G.MARG, NEW DELHI - 01.
(Website : www.davp.nic.in)

No. 38/01/10-11/OP-III

Dated: 17.01.2011

To
M/s, Pioneer Publicity Corporation
227-CM-I, Jhandewalan,
New Delhi-110055.

Sub: Display of PCRA messages through Unipoles at West zone, Delhi; Ajmer ; Kolkata and Ludhiana

Sir,

It has been decided to display messages as mentioned above through Unipoles at DAVP approved rates, terms and conditions. The details of the display are as under

UNIPOLES - PCRA							
SN	Location	RENTAL pm	qty	month	amount	Service tax @ 10.3 %	Grand total
1	West Zn Delhi	50000	5	3	750000	77250	827250
2	Ajmer	24000	2	3	144000	14832	158832
3	Kolkata	72000	6	3	1296000	133488	1429488
4	Ludhiana	33000	6	3	594000	61182	655182
	Total		19	3	2784000	286752	3070752

The designs: Sl. No. 1 (PCRA – 2, 3, 4, 5, 6) (Tilak Nagar, Karampura, Janakpuri, Shdipur, Uttam Nagar); Sl. No. 2 (PCRA – 7 & 8)(Bajrang Garh Circle, Gandhi Bhawan); Sl. No. 3 (PCRA – 2 & 3) (Shribhumi, Lake town, Bangur, Dumdum Park, Baguihati, Joramandir); Sl. No. 4 (PCRA – 1, 8 & 7) (Mata Mandir Chowk, Firozpur Road, Bharatnagar Chowk, Opp. Telephone Exchange, Opp. Mini Secretariate – 1,6, Outside DC office)

You are required to display the message within 7 days of issue of this letter.

The display report may please be sent within 24 hours of display and send photographs thereafter.

A CD containing the designs is enclosed for the purpose. DAVP logo must appear in the design of display (right hand bottom corner)

Please get the inspection done by Field Exhibition officers, DAVP, Jaipur, Kolkata, Chandigarh.

The confirmatory order will be issued after the receipt of the information stated above.

Yours faithfully

(Padam Upadhyay)
Production Manager (OP)
for DG, DAVP
Tel. no. 011-23385939

Copy to: The Field Exhibition Officers, Jaipur/Kolkata/ Chandigarh with request to do the inspection of the display.