

**DAVP**  
**OP WING**

**A) BUS QUEUE SHELTER**

S. No.	Name of Agency	Medium	Location	Size	Approved Rate Rental Rs. p.m.	Validity
1.	Pioneer Publicity- (New Delhi)	Bus Queue Shelter	BRT corridor between Dr. Ambedkar Nagar to Siri Fort	170 sq. ft.	Rs. 1.50 Lac Flex extra	01.04.2011 to 31.03.2016 ( Five years)
2.	Sanjay B. Patil Media- (Pune)	-Do-	BQS Maharashtra	300 sq. ft. to 700 sq. ft.	Rs. 18/- per sq. ft. Flex extra	Jan, 2010 to Dec, 2012
3.	Prabhatam Advertising- (New Delhi)	-Do-	Delhi NCR	177 sq. ft. or 19.67 meters	60 % of asking which comes to Rs. 1.00 Lac flex extra	15.04.11 to 14.04.14
4.	JCDecaux- (New Delhi)	-Do-	NDMC Delhi	(15'x4.5') (3.75'x5.5') 2 faces	Rs. 1.00 Lac flex extra	Till May 2030
5.	Solutions Advertising- (Thane)	-Do-	Thane City ( Lit & Non Lit)	20'x4' – 1 4'x4' – 2 6'x4' – 3	Rs. 24,000 (Lit) Rs. 7,000 (Non Lit)- A Rs. 6,000- B Rs. 5,000- C Flex extra	Up to 2020
6.	Jagran Engage- (New Delhi)	-Do-	Goa (Non Lit)	24'x4' 6'x4' 7'x4'	Rs. 10,800 Flex extra	May 2009 to April, 2021
		-Do-	Goa (Lit)	24'x4' 6'x4' 7'x4'	Rs. 18,000 Flex extra	-Do-
7.	Four Nine Media- (New Delhi)	-Do-	Hisar, Haryana	42'x5'	Rs.12,000 Flex extra	May 2007 to March 2014
8.	Laqshya Outdoors- (Noida)	-Do-	Ludhiana	260 sq. ft. (approx.)	Rs. 28,800 Flex extra	Up to April 2018

**B) Railway Tickets/ L.P.G/ Elec. Bills**

S. No.	Name of Agency	Medium	Location	Size	Approved Rate Rental Rs.p.m.	Validity
1.	Axis Ad Print Media (Mumbai)	Railway Tckts/	West Central Railway	4 spots Front spot (1) 9.5 cm (W)x2.4cm (H)  Back Spot (3) 7.6 cm (W)x7.0 cm (H) (4) 15.3 cm (W)x1.8 cm (H)	Rs. 0.45 per spot front  Rs. 0.30 per spot back	One year
2.	Highlight- (Bangalore)	Passenger Reservation system tickets	South Eastern Railway	Front Spot (8.1'x2.1') (1.2'x15.7') Rear spot (7.1'x7.7') (2'x15.7')	Rs. 0.45 per spot front	Till 31.03.2012
3.	Axis Ad Print Media (Mumbai)	Electricity Bills	Chattisgarh	2 Front spots 43mm x 96mm 45mm x 96mm  2 Back spots 43mm x 96mm 45mm x 96mm	Rs. 0.15 per spot	Max. 20 Lac elec. Bills p.m. in two years

**C) Auto Rickshaw/ Taxi/ Cycle shelters**

S. No.	Name of Agency	Medium	Location	Size	Approved Rate Rental Rs. p.m.	Validity
1.	Planet Advertising – (Delhi)	Cycle Shelters	BRt Corridor- Delhi	30'x10' or (double sided- 600 sq. ft.)	Rs. 33 per sq. ft. as 60 % but rounded upto Rs. 30/- per sq. ft.	Up to 14 <sup>th</sup> Dec 2012

**D) Bus Queue Shelters**

<b>S. No.</b>	<b>Name of Agency</b>	<b>Medium</b>	<b>Location</b>	<b>Size</b>	<b>Approved Rate Rental Rs. p.m.</b>	<b>Validity</b>
1.	Sandesh Spotlight- (Ahmedabad)	Bus Queue Shelter	BQS- Ahmedabad (various sizes display)	19 AC Bus Shelters	Rs. 60,000 for each shelter	17.02.2010 to 16.02.2012
2.	Pioneer Publicity – (New Delhi)	-Do-	BQS- Mumbai City	750 sq. ft. approx.	Rs. 2.40 Lac per Shelter	Five years from 19.04.2010
3.	Sigma Trade Wings- (Lucknow)	-Do-	BQS- Lucknow	NL- 32'x6', 36'x6', 46'x4'	Rs. 23,750 NL- Per BQS	07.01.2007 to 06.01.2012
4.	Laqshya Media- (Chennai)	-Do-	BQS – Chennai	200 sq. ft.	Rs. 90,000	04.11.2010 to 03.11.2020
5.	Rajdeep Publicity- (New Delhi)	-Do-	BQS- New Delhi zone II, IV, V	-Nil-	Rs. 1 Lac	21.07.2011 to 20.07.2016
6.	Sselvel Media- (New Delhi)	-Do-	BQS – Kanpur	21'x6' 8.6'x6.2' 7'x4'	NL – Rs. 7,000 Lit- Rs. 20,000	31.03.2002 to 30.03.2022
7.	Sselvel Media- (New Delhi)	-Do-	BQS – Lucknow	36'x5' 10'x3'	NL – Rs. 7,000 Lit- Rs. 20,000	21.07.2011 to 20.07.2016
8.	Sselvel Media- (New Delhi)	-Do-	BQS – Gorakhpur	21'x6' 8.6'x6.2' 12'x4'	NL – Rs. 7,000 Lit- Rs. 20,000	21.07.2011 to 20.07.2016
9.	Sselvel Media- (New Delhi)	-Do-	BQS – Allahabad	-Nil-	NL – Rs. 7,000 Lit- Rs. 20,000	21.07.2011 to 20.07.2016
10.	Sselvel Media- (New Delhi)	-Do-	BQS – Bareilly	-Nil-	NL – Rs. 5,600 Lit- Rs. 17,000	21.07.2011 to 20.07.2016

**E) Bus Panels**

S. No.	Name of Agency	Medium	Location	Size	Approved Rate Rental Rs.p.m.p.p	Validity
1.	Reliance Media World – (New Delhi)	Bus Panel	CTU High Floor Buses (Intracity)- Chandigarh City	Conductor Side 14'x3' (1 Nos.) 2.5'x2.2' (2 Nos.)  Driver Side 14'x3' (1 Nos.) 6.5'x2.2' (1 Nos.)  Back Panel 4'x 2.25' (1 Nos.) 2'x1' (3 Nos.)	Rs. 1,625  Rs. 1,625  Rs. 1,820	20 <sup>th</sup> May 2010 to 19 <sup>th</sup> May 2012
	-Do-	-Do-	CTU High Floor Buses (Intercity)- Chandigarh City	Conductor Side 10.5'x3' (1 Nos.) 3'x2.2' (1 Nos.) 2.5'x2' (1 Nos.)  Driver Side 13.5'x3' (1 Nos.) 8'x2.2' (1 Nos.)  (Rear Side) 4'x2.25' (1 Nos.) 2'x1' (3 Nos.)	1625/-  1625/-  1820/-	-Do-
		-Do-	Bus Panels – CTU Low Floor Buses	Side Panel Conductor Side 6'x4' (1 Nos.) 4'x4' (1 Nos.)  Side Panel Driver Side 15'x4' (1 Nos.)	Rs. 1625/-  Rs. 1625/-	
		-Do-	Bus Panels JNNURM Buses	Side Panel Conductor Side 10.5'x3' (1 Nos.)  Side Panel Driver Side 16.5'x3' (1 Nos.)	Rs. 1625/-  Rs. 1625/-	
		-Do-	Bus Panels – JNNURM Buses (AC)	Side Panel (Conductor Side) 10.5'x3' (1 Nos.)  Side Panel (Driver Side) 16.5'x3' (1 Nos.)	Rs. 1625/-  Rs. 1625/-	
		-Do-	Bus Panel- AMTS Buses, Ahmedabad city	Back Panel 5'x 3' 4'x2.5'	2320/- 2320/-	

				Side Panel- Driver Side Conductor Side 22'x2' 17'x2'	1160/- 1160/-	
				In side Panel: 3'x1'	180/-	
3.	Track Media	-Do-	Bus Panels- (Deluxe Bus)- Cuddappah zone, Andhra Pradesh	Back Glass (Oneway Vision) 70"x32" (1 Nos.)  Back Panel 71"x42" (1 Nos.)	1420/-  1950/-	21 <sup>st</sup> Sep 2010 to 20 <sup>th</sup> Sep 2015
		-Do-	Bus Panels- (Super Luxury Bus)- Cuddappah zone, Andhra Pradesh	Back Glass (Oneway Vision) 72"x36" (1 Nos.)  Back Panel 68"x42" (1 Nos.)	1420/-  1950/-	-Do-
4.	Fly Info	-Do-	JNNURM Metro Express Buses (Tata Make)- Hyderabad Twin Cities Zone, AP Rear Side of LED destination boards:	-Front (12"x30")  -Rear (12"x38")  Near Passenger Entry (12"x38")  Middle Door inside panel: (8"x50")  Front door inside panel: (14"x30")	Rs. 900/- for all five panels	3 <sup>rd</sup> September 2010 to 2 <sup>nd</sup> September 2015
		-Do-	JNNURM Metro Express Buses (Ashoka Leyland Make)- Hyderabad Twin Cities Zone, AP Rear Side of LED destination boards:	-Front (9"x52")  -Rear (10"x38")  Near Passenger Entry (10"x38")  Middle Door inside panel: (8"x51")  Front door inside panel: (9"x24")	Rs. 900/- for all five panels	-Do-
		-Do-	Old Metro Express- Hyderabad Twin Cities	-Front (9"x43")	Rs. 900/- for all five panels	-Do-

			Zone, AP Destination boards:	-Rear (9"x43") -Near Passenger Entry (8"x50")  Middle Door inside panel: (8"x51")  Front door inside panel: (8"x32")		
5.	Excel Advertising	-Do-	Bus Panels- Thane, Maharashtra Solus Buses (Complete Exterior)	Back Panels: 88"x24"  Right Side Panel: 27"x21"  Left Side Panels (Bigger): 18'x21"+ 4'x21"  Left Side Panels (Small): 18'x21"  Inside Panel 30"x10"	3500/- + Vinyl fixing Rs. 500 Total 4000/- Vinyl printing extra.  1275/-  700/-  700/-  700/-  260/-	1 <sup>st</sup> April 2010 to 31 <sup>st</sup> March 2013
6.	Bright Outdoor	-Do-	Back Panels- Mumbai	Back Panels (Single Decker)- Mumbai 88"x24"  Right Side Panels (Single Decker)- Mumbai 18'x1.75'  Left Side Panels (Single Decker)- Mumbai 18'x1.75'	4500/-  1500/-  1500/-	1 <sup>st</sup> April 2010 to 31 <sup>st</sup> March 2013
7.	Adcraft Outdoor	-Do-	Bus Side Panel- Pune City  Bus Panel- Back (1425 nos)  Bus Panel- Right Side (1425 nos)  Bus Panel-	525 sq. ft.  12 sq. ft. (4'x3')  40 sq. ft. (20'x2')  24 sq. ft.	6000/-  2160/-  1720/-  1720/-	Upto 31 <sup>st</sup> March 2014

			Left Side (1425 nos)	(12'x2')		
8.	Krishna Communications	-Do-	Bus Side Panel (Driver Side) VITCOS Buses, Baroda City	23'x22"	800/-	1 <sup>st</sup> June 2008 to 31 <sup>st</sup> May 2013
		-Do-	Bus Side Panel (Conductor Side) VITCOS Buses, Baroda City	Front: 4.5'x22" Center: 18'x22"}	800/-	-Do-
		-Do-	Bus Back Panel VITCOS Buses, Baroda City	40"x28"	1600/-	-Do-
9.	Jegson Publicity	-Do-	Bus Panels- PUNBUS Buses of Punjab			25 <sup>th</sup> April 2011 to 24 <sup>th</sup> April 2014
			Back Panel-	(5'x2') 10 sq. ft.	1670/-	
			Driver Side-	(13'x50", 7'x21", 7.2'x30", 28'x1") 112 sq. ft.	1000/-	
			Conductor Side-	(9.10'x50", 7.2'x21", 3'x34", 2'x43", 28'x1") 91sq. ft.	1000/-	

**F. RAILING TREE GUARDS/ FLOWER POTS**

<b>S. No.</b>	<b>Name of Agency</b>	<b>Medium</b>	<b>Location</b>	<b>Size</b>	<b>Approved Rate Rental Rs. p.m.p.p</b>	<b>Validity</b>
1.	Graphis Ads	Tree Guards	MCD Area- Delhi	14"x14" – 4 sided	Rs. 500/-	Seven Years from June, 2010
2.	Sigma Trade Wings	-Do-	Tree Guard in Rai Bareilly, Degree College Tripula to Ratapur Tripula to Bus Stand Gole Chauraha	2'x1.5' (Two sided)	Rs. 200/- per tree guard per month.	01.04.2011 to 31.03.2013
3.	Sigma Trade Wings	-Do-	Tree Guard- Lucknow (5725 Nos.)	2'x1.5' (Two sided)	Rs. 300/- per tree guard per month	Thirty years i.e. from 25.09.2002 to 24.09.2032.
4.	Sigma Trade Wings	Flower Pots	Flower Pot	1.5'x1.5' (Two sided)	Rs. 300/- per flower pot per month	Ten Years from 01.04.2011 to 31.03.2023

**G. BUS STAND MEDIA**

S. No.	Name of Agency	Medium	Location	Size	Approved Rate Rental Rs. p.m.p.p	Validity
1.	Sanjay B. Patel Media	Platform Boards	MSRTC Bus stand - Maharashtra	12'x3' Ad. display area is 30 % of board	Rs. 75/- per sq. ft.	Jan 2010 to Dec 2012
	-Do-	Golw Sign Boards	MSRTC Bus stand - Maharashtra	3'x2' 4'x3' 6'x3'	Rs. 2100/- for (6'x3') to the nearest sq. ft. rate Rs. 120/- per sq. ft.	-Do-
	-Do-	Sign Board	MSRTC Bus stand - Maharashtra	3'x2' 4'x3' 6'x3' 8'x3'	Rs. 25/- per sq. ft. pm	-Do-
	-Do-	Hoardings	MSRTC Bus stand - Maharashtra	20'x10' 20'x20' 40'x20'- Basis 60'x20'	Rs. 7.50/- per sq. ft. pm. Flex printing & fixing charges extra	-Do-
	-Do-	Wall Paintings	MSRTC Bus stand - Maharashtra	Nil	Rs. 6.08/- per sq. ft.	-Do-
2.	Sri Guru Adveritisng	Glow Sign Board	Mangalore Bus Stand- Karnataka	4'x2'	Rs. 1000/- per GSB per month. Size (4'x2')	April 2009 to April 2014.
	-Do-	Bus stand Hoardings	Harihar, Karnataka	10'x20'	Rs. 10/- per sq. ft. Seems very reasonable	-Do-
	-Do-	Sign Boards &  Sign Box	Bijapur Bus Stand- Karnataka	3'x3'  4.3'x2'	Rs. 45/- per sq. ft. for LIT  Rs. 25/- per sq. ft. for NON LIT	-Do-
	-Do-	Platform Boards – 8,  Glow Sign Boards –16	Chikamangalore Bus Stand- Karnataka	Rs. 600/- per unit  Rs. 1200/- per unit	Rs. 45/- per sq. ft. for LIT  Rs. 25/- per sq. ft. for NON LIT	-Do-

	-Do-	Wall Drops, Hoardings, Sign Boards, Glow Sign Boards	Bangalore Bus Stand- Karnataka	12'x6'  Different sizes  -Do-  -DO-	Rs. 54/-  Rs. 48/-  Rs. 48/-  Rs. 90/-	-Do-
	-Do-	Wall Drops, Hoardings, Sign Boards, Glow Sign Boards	Kempegowda Bus stand- Karnataka	Different sizes  -DO-  4'x2' & 6'x2'  12'x4'	Rs. 100/-  Rs. 66/-  Rs. 84/-  Rs. 165/-	-Do-
3.	Adcraft Outdoor	Bus stand Hoarding	Bus Stand Hoardings (Lit) - Pune	30'x120'	10% hike per annum i.e Rs. 45/- per sq. ft.	3 years i.e. up to 31 <sup>st</sup> March, 2014
4.	Tuk Tuk Advertising	Bus stand Unipole	Bus stand Unipole (Lit) Rampur, U.P	30'x10'	Rs. 30/- per sq. ft.	Up to 14 <sup>th</sup> Dec. 2012
5.	Prajjawal Films	Bus stand Hoarding	Kesharbagh, Lucknow, (UP)	60'x20' Or 1200 sq. ft. Illuminated	Rs. 30/- per sq. ft. as per tender rate.	Up to 24 <sup>th</sup> Aug. 2011
6.	Beni Credit Management Consultants	Bus Stand Hoardings	PEPSU, Punjab	Different sizes	10% hike per year which comes to Rs. 27/- per sq. ft.	13.07.10 to 12.07.2013

## H. Bus Panels

S. No.	Name of Agency	Medium	Location	Size	Approved Rate Rental Rs. p.m.p.p	Validity
1.	Technoedge Electronics	Bus Panels	<b>BMTC</b> Bus passenger seat Back (28 Nos.) Driver Seat Back (1 Nos.) Bus Grab Handles (20 Nos.)	8.5"x11" (A-4) 2'x2' 6"x3.5"	Rs. 2100/- per bus p.m. for all three media	11.10.2010 to 10.10.2015