

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
B-BLOCK BARRACKS, K.G. MARG, NEW DELHI-110001
(Ph.: 2338 8918, 2338 5013, 2338 5939 - Tele Fax)
(Website: www.davp.nic.in)

F.No. 35/05/10-11/OP-III
M/s Axis Ad-Print Media (India) Ltd.,
102, Vasan Udyog Bhavan,
Off Tulsi Pipe Road,
Lower Parel (West)
Mumbai – 400 013

Dated: 12.01.2011

Sub: Advertisement on Electricity Bills for messages of WCD

Dear Sir,

It has been decided to Display of Advertisement on Electricity Bills for messages of WCD as per DAVP approved rate terms and conditions as detailed below.

WCD						
Agency	State	City	Rate/04 spots	Spots	Qty.	Amount
Axis Ad-Print-Media	Madhya Pradesh	Bhopal, Jabalpur, Rewa, Sagar	0.6	4	2900000	1740000
	Andhra Pradesh	Hyderabad, Rangareddy, Nalgonda, Kurnool, Medak	0.3	2	4000000	1200000
	Gujarat	Surat, Navasari, Baruch	0.6	4	2000000	1200000
	West Bengal	All West Bengal	0.6	4	4000000	2400000
	Maharashtra	Pune, Nagpur	0.6	4	2000000	1200000
Total						7740000
Service tax @ 10.3 %						797220
Grand Total						8537220

The design in CD is attached herewith. You are requested to please submit the specimen electricity bills printed with our message as well as completion certificate issued by the concerned electricity authorities regarding quantity of the bills and advertisement printed on it. After receipt of above details, the confirmatory order will be issued for raising the bill.

Yours faithfully,

Sd/-
(Padam Upadhyay)
Production Manager (OP)
For DG: DAVP

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MINISTRY OF INFORMATION & BROADCASTING
B-BLOCK BARRACKS, K.G. MARG, NEW DELHI-110001
(Ph.: 2338 8918, 2338 5013, 2338 5939 - Tele Fax)
(Website: www.davp.nic.in)

F.No. 35/06/10-11/OP-III

Dated: 12.01.2011

M/s. Mirash Infotech Pvt Ltd.
201, Royal Estate
9/2, South Tukoganj
INDORE (Madhya Pradesh)

Subject: Printing and supply of MP electricity bills with WCD messages imprinted on it

Dear Sir,

It has been decided to print and supply 3000000 electricity bills with WCD messages imprinted on it, as per DAVP approved rates, terms & conditions for which you have valid sole concessionaire rights. The detail of the job is given below :-

Agency	Item	WCD			
		Rate/3 spot	Spots	Qty.	Amount
M/s Mirash	Electric bill (MP)	0.4	3	3000000	1200000
Service tax @ 10.3 %					123600
Total					1323600

The CD containing the design of display is enclosed with this letter. After successful completion of job, you are requested to send a completion report, sample of bills and a **certificate from the respective authority** mentioning the quantity of bills printed and issued.

The areas covered under this campaign are Indore, Ujjain, Meemuch, Mandso, Ratlam, Jhabua, Dhar, Badwani, Khargaon, Khandwa, Dewas, Shajapur.

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

Yours faithfully,
Sd/-

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