

**Tender Notice  
By E-mail**

F. No. 1/AAHAR-2016/IEC/FSSAI-2015-16  
**Food Safety and Standards Authority of India**  
(A Statutory Authority established under the Food Safety and Standards Act, 2006)  
(Information, Education & Communication)  
**FDA Bhawan, Kotla Road, New Delhi – 110002**

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Dated, the 10<sup>th</sup> February, 2016

To,

As per List (Annexure)

**Subject: Limited Tender Enquiry for conceptualizing, designing and fabrication of FSSAI stall in AAHAR -2016.**

Sir,

Food Safety and Standards Authority of India (FSSAI) invites sealed tenders for conceptualizing, designing and fabrication of FSSAI stall in AAHAR -2016 from New Delhi / Delhi NCR based agencies.

## **1. About FSSAI**

The Food Safety and Standards Authority of India (FSSAI) has been established under Food Safety and Standards Act, 2006 which consolidates various acts & orders that have hitherto handled food related issues in various Ministries and Departments. FSSAI has been created for laying down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption.

## **2. Purpose of the Tender**

FSSAI is going to participate in the 31<sup>st</sup> AAHAR International Food & Hospitality Fair, Pragati Maidan, New Delhi to be held during 15<sup>th</sup> -19<sup>th</sup> March, 2016 by putting up a stall and as such invites agencies to submit their bid and designs for conceptualizing, designing and fabrication of FSSAI stall in AAHAR -2016. The details of stall are as under:

**Hall No:** 18 (Lower)

**Stall No:** 18F-01 (A,B,C,D) (Plan Layout enclosed and also available on the website of ITPO i.e. <http://www.aaharinternationalfair.com/hall/18L.pdf> )

**Area** : 60 Sqm.

**Theme:** "Surakshit Aahar, Swasthya ka Aadhar"

### 3. Scope of Work

The scope of work for the above mentioned event shall include the following:

- 3.1 The agency will prepare and submit three designs of the FSSAI stall.
- 3.2 Conceptualization of overall theme for exhibition
- 3.3 A reception with backdrop of backlit collage of minimum size of 4 sqm a meeting lounge. The lounge will have 4 single seater sofa sets with centre tables.
- 3.4 The overall look of FSSAI stall should be contemporary and reflect the colour and vibrancy of modern India with adequate number of posters/ panels wherever required. A suitable branding has to be done and shall be followed all over.
- 3.5 The generic branding should be on suitable material so that there are no wrinkles in the final get up with seamless finish. The common branding banners should have bright lightings.
- 3.6 The design should preferably be open with one aligned branding, possibility of running shelves, greater visibility, facilitating free flow of visitors in the entire FSSAI pavilion/stall and the individual stands.
- 3.7 For further conditions of construction of pavilion / stalls, heights of the stall etc. you may refer Website: [www.aaharinternationalfair.com](http://www.aaharinternationalfair.com), <http://aahar.itpoindia.biz>
- 3.8 The pavilion shall be brightly lit with sufficient white lights not to allow dark pockets in the entire FSSAI pavilion.

### 4. Eligibility Criteria

Agencies/bidders meeting following requirements are hereby invited to bid for the event;

- 4.1 Empaneled with Directorate of Advertising and Visual Publicity having experience in conceptualizing, designing and executing the projects for setting up pavilion/stall in events organized in or outside India. A proof of empanelment may be attached. List of major events undertaken and clients with whom they have worked in the past must be attached.

**OR**

- 4.2 Having a minimum experience of 3 years in conceptualizing, designing and executing the projects for setting up pavilion/stall in events organized in or outside India. List of major events undertaken and clients with whom they have worked in the past must be attached. And,
- 4.3 A minimum turnover of Rs. 1,00,00,000/- (Rupees One crore only) for each Financial Year i.e. 2012-13, 2013-14 & 2014-15. The turnover should be in the name of applicant organization only and not that of group/sister organization.

## 5. General Terms and Conditions:

- 5.1 Sealed Tender should be address to Assistant Director (IEC), Food Safety and Standards Authority of India, 4<sup>th</sup> Floor, FDA Bhawan, Kotla Road, New Delhi-110002 and should have the validity of 90 days and should reach by 5:00 PM on or before **22<sup>nd</sup> February, 2016** along with cost of Tender document of Rs. 500/- (Non-refundable and Earnest Money Deposit (EMD) by way of Demand Draft / bankers Cheque from a nationalized bank / Scheduled commercial Bank for Rs. 25,000/- (Rupees Twenty-Five Thousand Only) respectively in favour of “Senior Accounts Officer, FSSAI, New Delhi. Such EMD shall not carry any interest. Any bid not accompanied by requisite EMD shall be deemed to be invalid and will be rejected by FSSAI. Further, it may also be noted that after awarding of the job, if the bidder refuses to take up the work, the said Earnest Money Deposit will be forfeited.
- 5.2 Sealed bid documents may be submitted as per the enclosed format (at Annexure-I & II) & checklist under Two Bid Systems [Technical Bid and Financial Bid] duly filled in as per the instructions of this Limited Tender Enquiry. Document Fee and EMD may be kept in a separate envelope and not in the envelop of Technical and Financial Bid. The sealed covers duly superscribed as “Technical Bid for conceptualizing, designing and fabrication of FSSAI stall in AAHAR -2016” and “Financial Bid for conceptualizing, designing and fabrication of FSSAI stall in AAHAR -2016” along with Document Fee & EMD envelope should be kept in a bigger envelope with superscription “Tender for conceptualizing, designing and fabrication of FSSAI stall in AAHAR -2016” and should be addressed to Assistant Director (IEC), Food Safety and Standards Authority of India, 4<sup>th</sup> Floor, FDA Bhawan, Kotla Road, New Delhi-110002 on or before stipulated date / time. Tender received after due date and time shall not be considered.
- 5.3 The EMD will be refunded to the unsuccessful bidder after the selection of the vendor within 15 days. For the selected bidder, EMD amount will be treated as Performance Guarantee and will be released after satisfactory completion of the awarded job.
- 5.4 The Technical Bid shall be opened on 23<sup>rd</sup> February, 2016 at 3.00 PM at FSSAI HQ, FDA Bhawan, Kotla road, New Delhi-110002 by the Technical Bid Opening Committee.
- 5.5 Bidder should depute his / their representative along with authorization letter to participate in the opening of technical bid. The date of presentation will be

intimated separately. The Financial bid of those firms who qualify in the technical evaluation shall be opened on 29<sup>th</sup> February, 2016 at 3.00 PM at the FSSAI HQ.

- 5.6 **Evaluation of Bid:** The final evaluation will be done under combined Quality – cum-Cost based system with 70% weightage assigned to the Technical Score and 30% weightage assigned to the Financial Quote. Financial bids shall be opened in respect of those firms, who obtained 70% of the marks [i.e. 49 marks] in the technical evaluation stage. The marks assigned for technical and financial evaluation is given below:

1	2	3
	Particulars	Marks
Technical Evaluation [70 marks]	Overall concept, creative and design	30
	Experience in the similar field / job	10
	Presentation	30
Financial Evaluation [30 marks]		30

- 5.7 Incomplete tenders will be summarily rejected. There should not be any cutting or overwriting on the tender while quoting the rates. In case of any cutting, it should be duly signed by the bidder.
- 5.8 Participating agencies may submit 03 (three) designs of stall. FSSAI's decision shall be final.
- 5.9 FSSAI reserves the right to make changes in the Design plan.
- 5.10 A self certified undertaking has to be submitted mentioning that they have never been black listed by any government organization and if so, the same is not applicable as on date.
- 5.11 The material such as wall panels, maxima system, furniture, display aids etc. to be used by the agency has to be of good quality. Chairs/tables, counters, display aids etc. provided in the stand area should be of same type and colour.
- 5.12 No advance payment will be made. However, the payment will be released after satisfactory completion of the work /event and receipt of the invoice.
- 5.13 The Authority reserves the right of accepting or rejecting any quotation in full or in part without assigning any reason.

(S. K. Sudhakar)  
Assistant Director (IEC)

**Technical Bid**

(This format is to be printed **mandatorily only on the Letter head** of the Bidding Company / Agency)

<b>S. No.</b>	<b>Description</b>	<b>Details</b>		
1	Name of Company / Firm / Agency			
2	Full Address of Reg. Office			
	Name of Contact person			
	Contact Person Telephone/ Mobile No.			
	FAX No.			
	E-mail Address			
3	Self attested photocopies of latest Income Tax Returns for the last 3 years and self attested photocopy of the PAN Card. These documents should be in the name of applicant organization only and not that of group / sister organizations.			
4	A CA certificate verifying the turnover of the applicant bidder for the last 3 financial years. The turnover should be in the name of applicant organization only and not that of group / sister organizations.	2012-13	2013-14	2014-15
5	Details of the instrument of Earnest Money Deposit for Rs. 25,000/-			
6	Details of the instrument of cost of Tender Document for Rs. 500/-			
7	Experience in the similar field / job (Attach work orders of the last three years)			
8	Three designs of the FSSAI stall in print and soft copy to be enclosed.			
	(Attach separately)			

Name, Signature & Seal of the bidder

Date:  
Place:

**Financial Bid**

(This format is to be printed **mandatorily only on the Letter head** of the Bidding Company / Agency)

<b>S. No.</b>	<b>Particular of work</b>	<b>Amount in Rs.</b>
1	Conceptualizing, Designing and Fabrication of 60 Sq. mtr. Stall:  Meeting Lounge with 4 Single Seater Sofa with Centre Table, Reception Area, Poster / Panels (12 Nos), Fascia, Generic Branding, 2 Round Tables and 10 Chairs.	
2	One 52" Plasma with USB/ DVD Player	
3	One Laptop with good quality internet facility	
	<b>Total</b>	

Name, Signature & Seal of the bidder

Date:

Place:

## CHECK LIST

**Please check whether all the below mentioned documents have been enclosed for participating in the Tender Document for conceptualizing, designing and fabrication of FSSAI stall in AAHAR -2016.**

<b>Items to be put in the Envelope containing Technical Bid</b>		
1	Technical Bid (As per format – Annexure-I)	
2	Self attested photocopies of latest Income Tax Returns for the last 3 years and self attested photocopy of the PAN Card. These documents should be in the name of applicant organization only and not that of group / sister organizations.	
3	Three designs of the FSSAI stall in print and soft copy.	
4	A declaration on the letter head that the bidder along with / on each creative / design indicating that these are original creation by the relevant agency and not a copy of any other design /patent/ copyright/ trademark/ report etc.	
5	A self certified undertaking has to be submitted mentioning that they have never been black listed by any government organization and if so, the same is not applicable as on date.	
6	Any other documents.	
<b>Items to be put in the Envelope containing Financial Bid</b>		
1	Financial Bid (as per format – Annexure-II)	
<b>Others</b>		
1	Earnest Money Deposit of Rs.25,000/-.	
2	Document fee of Rs. 500/-.	

# Plan Layout

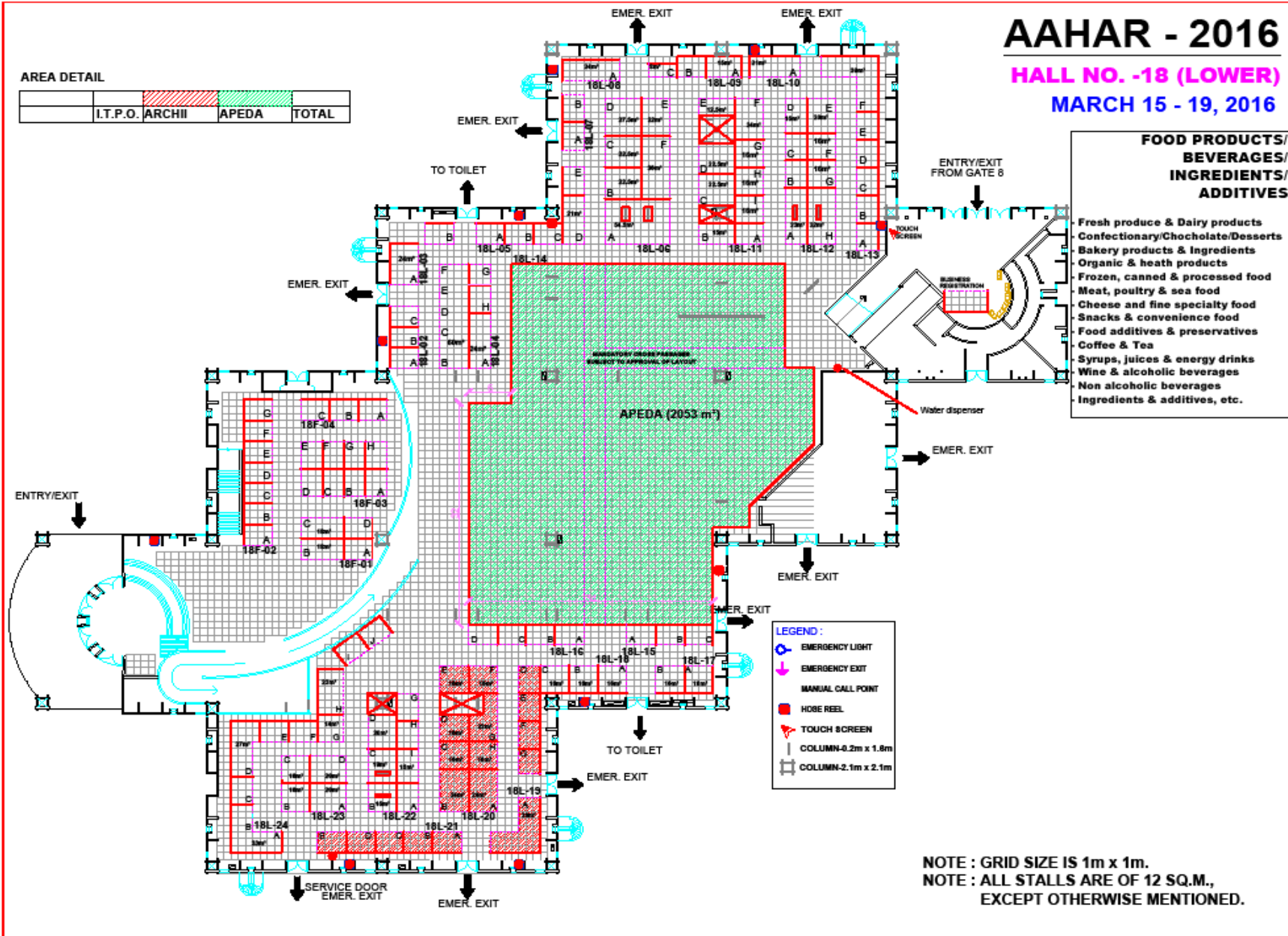
## AAHAR - 2016

HALL NO. -18 (LOWER)

MARCH 15 - 19, 2016

### AREA DETAIL

	LT.P.O.	ARCHII	APEDA	TOTAL



- ### FOOD PRODUCTS/ BEVERAGES/ INGREDIENTS/ ADDITIVES
- Fresh produce & Dairy products
  - Confectionary/Chocolate/Desserts
  - Bakery products & Ingredients
  - Organic & health products
  - Frozen, canned & processed food
  - Meat, poultry & sea food
  - Cheese and fine specialty food
  - Snacks & convenience food
  - Food additives & preservatives
  - Coffee & Tea
  - Syrups, juices & energy drinks
  - Wine & alcoholic beverages
  - Non alcoholic beverages
  - Ingredients & additives, etc.

- ### LEGEND :
- EMERGENCY LIGHT
  - EMERGENCY EXIT
  - MANUAL CALL POINT
  - HOSE REEL
  - TOUCH SCREEN
  - COLUMN-0.2m x 1.8m
  - COLUMN-2.1m x 2.1m

NOTE : GRID SIZE IS 1m x 1m.  
NOTE : ALL STALLS ARE OF 12 SQ.M., EXCEPT OTHERWISE MENTIONED.

INDIA TRADE PROMOTION ORGANIZATION  
ARCHITECTURE DEPARTMENT  
I T P O  
PRAGATI MAIDAN, N. DELHI

DATE: 28.03.16  
SCALE: FITTED  
DRAWING NO: AAHAR-2016-18L-01  
UNIT: METRE

PROJECT TITLE: AAHAR - 2016  
HALL NO. 18 (LOWER)

DESIGNED BY: ARCHITECTURE DEPARTMENT  
DRAWN BY: ARCHITECTURE DEPARTMENT  
CHECKED BY: ARCHITECTURE DEPARTMENT  
APPROVED BY: ARCHITECTURE DEPARTMENT



## Annexure

S. No.	Name and address
1	M/s CONCEPT COMMUNICATION LTD., Plot No. 264, 3 <sup>rd</sup> Floor, Okhla Industrial Estate, Phase-III, New Delhi-110020 Ph: 011-66471300, 26931567 Fax: 011-66471349 Ms. Arti Arora (Executive Director), Mob: 9891084600, Email: <a href="mailto:aarti@conceptindia.com">aarti@conceptindia.com</a> Mr. K. Srikanth (Pice President), Mb- 9323055580, 9769055580 Email: <a href="mailto:srikanth@conceptindia.com">srikanth@conceptindia.com</a>
2	M/s SPAN COMMUNICATION B-174, East of Kailash, New Delhi-110065 Ms. Shilpa G. Kumar (Business head) Ph: 9811379886 Email: shilpakumar@spancom.in , <a href="mailto:delhispan@gmail.com">delhispan@gmail.com</a>
3	M/s PERCEPT – H 2, Sant Nagar, New Delhi-110065 Mr. Sameer Verma Mob: 9810339236 Fax: 011-26217357 Email: <a href="mailto:kausar.anjum@percepth.in">kausar.anjum@percepth.in</a>
4	M/s DENTSU COMMUNICATION RZ-1, Bhawani Kunj, Vasant Kunj, New Delhi-110070 Mr. Rajendra Singh- 9810350811 Mr. Santosh Sjharna-8860813939 Ph: 01203351666, Fax: 011-30622300 Email: <a href="mailto:rajendra.singh@dentsu.in">rajendra.singh@dentsu.in</a> , <a href="mailto:santosh.sharma@dentsu.in">santosh.sharma@dentsu.in</a>
5	M/s CRAYONS AD. PVT. LTD., NSIC Complex, Maa Anandmayee Marg, Okhla Industrial Estate Phase-III, New Delhi-110020 Mr. Narendra Jha Ph: 011-41630000, 9910912556, 09871005498 Email: <a href="mailto:del@crayonad.com">del@crayonad.com</a>
6	M/s LINTAS INDIA PRIVATE LTD. 405-408, Galleria Towers, DLF IV, Gurgaon-122009 Mr. Abhisek Sehra-9891986339 Fax: 0124-4530222 Email : <a href="mailto:Abhisek.sehra@loweandpartners.com">Abhisek.sehra@loweandpartners.com</a>
7	M/s GREY WORLD WIDE (INDIA) Park Contra, 503-504-505, Sector -30, NH-8, Opposite 32 <sup>nd</sup> Mile Stone, Gurgaon-122001 Mr. Samir Datar-9999453224 Email: <a href="mailto:samir.datar@grey.com">samir.datar@grey.com</a>
8	M/s WIZCARFT INTERNATIONAL ENTERTAINMENT PVT. LTD., Plot No. 8, Sector -32, Uban Estate, Gurgaon-122001 Ph: 0124-4801212, Mr. Alex-9899600988, Ms. Shubra Verma- 8373902440, Fax: 0124-4801200 Email: alex.john@wizcraftworld.com, <a href="mailto:shubra.verma@wizcraftworld.com">shubra.verma@wizcraftworld.com</a>

<b>S. No.</b>	<b>Name and address</b>
9	M/s MUDRA COMMUNICATION MD Niche, A-452, LGF, Behind A- Block Market, Defence Colony, New Delhi-110024 Ph: 022-33080808, 8080045879, Email: <a href="mailto:neeti.nayak@ddbmunragroup.com">neeti.nayak@ddbmunragroup.com</a>
10	M/s AD FACTOR ADVERTISING 257, Okhla Industrial Estate, Phase-III, New Delhi-110020, Mr. Sanjeev-09811486599, Ph: 011-26930142-44 Email: <a href="mailto:sanjeev@adfactorsadvertising.com">sanjeev@adfactorsadvertising.com</a>
11	M/s CRAFT MEDIA SERVICES, UM House, Tower B, 3 <sup>rd</sup> Floor, Plot No. 35, Sector -44, Gurgaon-122002 Ph: 09971110544, 0124-3378144, 0124-3378100 Email: <a href="mailto:subodh.kumar@carat.com">subodh.kumar@carat.com</a> , <a href="mailto:vineet.neb@caratfresh.com">vineet.neb@caratfresh.com</a>
12	M/s TRITON COMMUNICATIONS PVT. LTD., 5/42, 2 <sup>nd</sup> Floor, Kanishka Complex, K-Block, Kalkaji, New Delhi-110019 Mr. Rohit Madhusudan, Branch Manager, Ph: 011-47661900, 1923, 1930, Fax: 011-47661925 Email: <a href="mailto:rohit.madhusudan@tritoncom.com">rohit.madhusudan@tritoncom.com</a> , <a href="mailto:K.bala@tritoncom.com">K.bala@tritoncom.com</a>
13	M/s JWT-HINDUSTAND THOMPSON ASSOCIATION PVT. LTD., Enkay Centre Block-A, Commercial Complex, Udyog Vihar Phase-V, Gurgaon-122016, Haryana Mr. K. J. Bhuvaneswari, Vice President Ph: 0124-4198200, 4198278, 09891003121 (Amit Rangra) Email: <a href="mailto:amit.rangra@jwt.com">amit.rangra@jwt.com</a>
14	M/s GOLDMINE ADVERTISING Milap Niketan, 8 A, Bahadur Shah Zafar Marg, New Delhi-110002 Mr. Arjun Seen Gupta, Vice President, Ph: 011-23724131/32/33/36, 9654099968, 8860093007 (Rajesh Naidu) Email: <a href="mailto:delhi@goldmineltd.com">delhi@goldmineltd.com</a> , <a href="mailto:rajeshn@goldmineltd.com">rajeshn@goldmineltd.com</a> , <a href="mailto:sahil@goldmineltd.com">sahil@goldmineltd.com</a>
15	M/s REDIFFUISON-Y&R Platinum Tower, 3 <sup>rd</sup> Floor, Plot No. 184, Udyog Vihar, Phase -I, Gurgaon-122016 Mr. Abhijit Saha, Commercial Manager, Ph: 0124-4338000,
16	M/s CHEIL INDIA PRIVATE LIMITED, 2 <sup>nd</sup> Floor, Bock C, Vipul Tech Square, Golf Course road, Sector -43, Gurgaon, Mr. Hyungchul Kim, Director Ph: 0124-4805500, 9999064009, 9910990366 (Mr. Mudit Trivedi) Email: <a href="mailto:infoindia@cheil.com">infoindia@cheil.com</a> , <a href="mailto:mudit.t@cheil.com">mudit.t@cheil.com</a>
17	M/s R K SWAMY BBDO PVT. LTD., 1-E/1, Jhandewalan Extension, new Delhi-110055 Sujit Kumar (partner) Ph: 011-39883500, 30583400, 9313703370, 9582333370 Email: <a href="mailto:sujit.kumar@rksbbdo.com">sujit.kumar@rksbbdo.com</a> , <a href="mailto:srd.delhi@rksbbdo.com">srd.delhi@rksbbdo.com</a> , <a href="mailto:delhi-office@rksbbdo.com">delhi-office@rksbbdo.com</a>
18	M/s GRAPHISADS 4/24A, Asif Ali road, New Delhi Gate, New Delhi-110002 Shri Alok Gupta, Director Ph: 09910332007, 011-45379999 Email: <a href="mailto:alokgupta@graphisads.com">alokgupta@graphisads.com</a>

<b>S. No.</b>	<b>Name and address</b>
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22	M/s PAMM ADVERTISING & MARKETING 302-304, Sethi Bhavan, 7, Rajendra Place, New Delhi-110008, Ph: 25759394, 25739495, 257119596, 25769188 Email: <a href="mailto:pammdelhi@rediffmail.com">pammdelhi@rediffmail.com</a>
23	M/s IMPACT ADVERTISING PVT. LTD., 4654, Ansar road, 21, Daryaganj, New Delhi-110002, Ph: 23271941, 23276368, 23278033 Email: <a href="mailto:mail@impactadvertising.in">mail@impactadvertising.in</a>
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27	M/s SNAPPERS ADVT. & MKTG. PVT. LTD., 39, Mohammadpur, First Floor, Bhikaji cama Place, New Delhi-110066 Ph: 26179195, Email: <a href="mailto:snappers@rediffmail.com">snappers@rediffmail.com</a>
28	M/s PROMODOME COMMUNICATIONS PVT. LTD., 205-205A, Laxmi Bhawan, 72, Nehru Place, New Delhi-110019 Ph: 46597200 Email: <a href="mailto:yikram@promodome.net">yikram@promodome.net</a>

<b>S. No.</b>	<b>Name and address</b>
29	M/s INTERADS ADVERTISING PVT. LTD., 4/24A, Asaf Ali Road, New Delhi-110002, Ph: 23272324, 23272325, 23260062, 23275287, Email: <a href="mailto:interadsadv@airtelmail.in">interadsadv@airtelmail.in</a> <a href="mailto:interads.advertising@gmail.com">interads.advertising@gmail.com</a>
30	M/s ADKNACK ADVERTISING Bhanot Chambers, 3 <sup>rd</sup> Floor, 2 LSCm, Arambagh, New Delhi-110055 Ph: 64566690, 23521356, 23557742, Mob: 9810577194 Email: <a href="mailto:adknackdel@yahoo.com">adknackdel@yahoo.com</a> , <a href="mailto:adknackdel@vsnl.net">adknackdel@vsnl.net</a>
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32	M/s GARUDA ADVERTISING PVT. LTD., D-25/c1, South Extn Part-II, New Delhi-110049 Ph: 26251001/2/3 Email: <a href="mailto:garudaadvertising@yahoo.co.in">garudaadvertising@yahoo.co.in</a>
33	M/s ASSOCIATED ADVERTISING PVT. LTD., B-22, Shashi Garden, Mayur Vihar, Phase-1, Gali No. 8, New Delhi-110091 Ph: 65856525, 65857602, 22757774 Email: <a href="mailto:assicuate@eth.net">assicuate@eth.net</a> , <a href="mailto:associatedhyd@yahoo.com">associatedhyd@yahoo.com</a>
34	M/s MERCANTILE ADVERTISING A-22, 2 <sup>nd</sup> Floor, Lajpat Nagar-II, New Delhi-110024 Mr. Rohit Batyal Ph: 09971425454, 46100100, 29838908/09 Email: <a href="mailto:delhi@mercantile.in">delhi@mercantile.in</a>
35	M/s SHARAD ADVERTISING PVT. LTD., 184, Patparganj Industrial Area, Delhi-110092, & 315, Pratap Bhawan, 5 BSZ Marg, New Delhi-110002 Ph: 22146397, 22140796, 22140978 Email: <a href="mailto:sharadadvtg@gmail.com">sharadadvtg@gmail.com</a>
36	M/s MODE ADVERTISING & MARKETING PVT. LTD., C-40 & 44, Basement, Lajpat Nagar-II, New Delhi-110024 Ph: 29819781, 29813252 Email: <a href="mailto:modeadv2005@yahoo.co.in">modeadv2005@yahoo.co.in</a>
37	M/s PRIME TIME COMMUNICATIONS A-4, (Commercial), 2 <sup>nd</sup> Floor, Inderpuri, New Delhi-110012 Ph: 011-25831474-6, Email: <a href="mailto:sudeep@primetime.in">sudeep@primetime.in</a>
38	M/s AKSHARA ADVERTISING 310, Meghdoor, 94, Nehru Place, New Delhi-110019 Ph: 26416253, 26415258 Email: <a href="mailto:delhi@aksharaadvertising.com">delhi@aksharaadvertising.com</a>

<b>S. No.</b>	<b>Name and address</b>
39	M/s INDUS ADCOM PVT. LTD., 80, First Floor, Udyog Vihar, Phase – IV, Gurgaon-122015 Ph: 0124-4371166, 77, 88, Email: <a href="mailto:contact@indusadcom.com">contact@indusadcom.com</a>
40	M/s BEI CONFLUENCE COMMUNICATION LTD., Gitwako House, 42, Birbal road, Jangpura Extension, New Delhi-110014 Ph: 2431925/26, 24323208/09 Email: <a href="mailto:infoconfluence@confluencecommunication.com">infoconfluence@confluencecommunication.com</a>
41	M/s ADMAN ADVERTISING 201-202, Mohan Complex, H-Block LSC, Ashok Vihar, Phase-I, New Delhi-110052 Ph: 27434910, 27136974, 27455497 Email: <a href="mailto:adman.ads@gmail.com">adman.ads@gmail.com</a>
42	M/s QUANTUM COMMUNICATION 201/H-1, Vikramaditya Marg, Alaknanda Shopping Complex, New Delhi-110019 Ph: 26028798
43	M/s SHALINI PUBLICITY & CREATIVES PVT. LTD., 882, 3 <sup>rd</sup> Floor, East Park Road, Karol Bagh, New Delhi-110005 Mr. Karan Sharma- 09654772074 Mr. Karanjiv Sharma- 09167009629 Email: <a href="mailto:publicityshalini@gmail.com">publicityshalini@gmail.com</a> , <a href="mailto:shalinipublicity@gmail.com">shalinipublicity@gmail.com</a>
44	M/s LALIT ADVERTISING Ashok Tower, C Block, 10, Communicity Centre, Janakpuri, New Delhi-110058 Mr. Mekash Jain, Proprietor Ph: 011-25556133/ 25623460, 09811029054, 9999067040 (Mr. Raghav Jain) Email: <a href="mailto:lalitads@gmail.com">lalitads@gmail.com</a> , <a href="mailto:delhi@lalitads.com">delhi@lalitads.com</a>
45	M/s IDEAS INCORPORATED PRIVATE LIMITED 119-120, Ansal Tower, 38, Nehru Place, New Delhi-110019 Ms. Sunaina Kohli, Chief Operating Officer, Ph: 011-26472842 / 26472862, 9810656039, 9810503461 (Mr. Deepak Singh Sengar) Email: <a href="mailto:ideasinc2007@gmail.com">ideasinc2007@gmail.com</a>
46	M/s LEHAR ADVERTISING D-9 & 10, 1 <sup>st</sup> Floor, Pushpa Bhawan, Alaknanda Commercial Complex, New Delhi-110019 Mr. Sohan Lal Chawla, Managing Director Ph: 011-49573333, Mob: 9999912719 (Rakesh Pandey), 8860574567 (Mr. Vimal Patra) Email: <a href="mailto:lehar.advertising@gmail.com">lehar.advertising@gmail.com</a>
47	M/s INVICTA MEDIA PRIVATE LIMITED 4/5, First Floor, East Patel Nagar, New Delhi-110008, Ms. Meenu Gupta, Executive Director Ph: 011-42434407-09, Mob: 9811155949 Email: <a href="mailto:invictamediadelhi@gmail.com">invictamediadelhi@gmail.com</a>
48	M/s KAKA ADVERTISING AGENCY 909-910, Naurang house, 21, Kasturba Gandhi Magr, Opposite Hindustan Times Building, New Delhi-110001 Mr. Nandu Gehani, Branch Head Ph: 011-23357585, 23357582, 09811422377, 9811372866 (Rajesh Shrivastava) Email: <a href="mailto:delkaka@gmail.com">delkaka@gmail.com</a> , <a href="mailto:delhi@kakaadvertising.com">delhi@kakaadvertising.com</a>

S. No.	Name and address
49	M/s Newfields Advertising Private Limited 3/4 A, Asaf Ali road, New Delhi-110002 Mr. Abhishek Gupta, Director Ph: 011-23273976/77/78, 011-23266895, 09810799222 Email: <a href="mailto:abhishekgupta99@newfields.co.in">abhishekgupta99@newfields.co.in</a> , <a href="mailto:advtdel@newfields.co.in">advtdel@newfields.co.in</a>
50	M/s NATIONAL ADVERTISING AGENCY 212,412,520, Sanchi Building, 77, Nehru Place, New Delhi-110019 Mr. Aditya Bera, Account Director Ph: 011-43123500, 43123555, 26419764, 9818305977, 9999322305 (Mr. Sankar Das) Email: <a href="mailto:naaindia@gmail.com">naaindia@gmail.com</a> , <a href="mailto:naa.creative@gmail.com">naa.creative@gmail.com</a> <a href="mailto:naastudio@gmail.com">naastudio@gmail.com</a> <a href="mailto:naadelhi@yahoo.com">naadelhi@yahoo.com</a>
51	M/s MCS COMMUNICATION PVT. LTD., No. 136, 1 <sup>st</sup> floor, Humayunpar, Safdarjung Enclave, New Delhi-110029 Mr. R. Vaidyanathan, Managing Director Ph: 011-26181775, Email: <a href="mailto:mcscommdelhi@gmail.com">mcscommdelhi@gmail.com</a> ,
52	M/s CONTRACT ADVERTISING (INDIA) PVT. LTD., Chimes 61, 3 <sup>rd</sup> Floor, Sector-44, Gurgaon, Haryana-122003 Mr. Suresh Pasricha, Vice President Ph: 0124-4980300, Mob: 9910056211, 8130066515, (Shivaji Dasgupta), 9650603348 (Mr. Kuntal Sen) Email: <a href="mailto:shivaji.dasgupta@contractindia.co.in">shivaji.dasgupta@contractindia.co.in</a> , <a href="mailto:suresh.pasricha@contractindia.co.in">suresh.pasricha@contractindia.co.in</a> , <a href="mailto:kuntal.sen@contractindia.co.in">kuntal.sen@contractindia.co.in</a>