



**SOUTH DELHI MUNICIPAL CORPORATION**  
**OFFICE OF THE COMMERCIAL OFFICER (ADVERTISEMENT)**

Dr. Shyama Prasad Mukherjee Civic Centre (25<sup>TH</sup> Floor),  
Jawaharlal Nehru Marg, New Delhi-110002, Ph. No. 011-2322-7511

No. CO (Advtt.)/SDMC/2017-18/D-437

Dated-16.06.2017

M/s Outdoor Communication Pvt. Ltd.,  
A/250, 2<sup>nd</sup> Floor, Road No.-6,  
Mahipalpur, New Delhi - 110037.



**Sub: - Allotment of contract for display of advertisement through designated unipole site No. W-19, Opposite Metro Pillar No. 634 (Double Side Display), FTC Uttam Nagar with Lat Long reading as N- 28°36.6479 & E-0 77°05.6136, West Zone, SDMC.**

Consequent upon acceptance of offer given to you vide this office letter No. AC(Advtt.)/SDMC/Nit-D-1961/2017-18/D-171 dated-15/05/2017 & Fulfilment of all requirements viz deposit of security amount equivalent to three months licence fees i.e Rs. 3,35,850/- (Three Lacs thirty five thousand eight hundred fifty only) in the form of Bank Guarantee & Three months advance licence fees (i.e Rs. 3,35,850/-) including adjustment of E.M.D. amounting to Rs. 90,000/- submitted vide G8 Receipt No. 94317 dated 22-05-2017 and advertisement tax amounting to Rs. 990/- (Nine hundred ninty only), you are hereby awarded the contract for display of advertisement through designated unipole site No. W-19, Opposite Metro Pillar No. 634 (Double Side Display), FTC Uttam Nagar with Lat Long reading as N- 28°36.6479 & E-0 77°05.6136, West Zone, SDMC for an initial period of three years, which is extendable for another period of two years subject to satisfactory performance of contract and as decided by the commissioner/SDMC commencing from the date of issue of this allotment letter @ monthly licence fee of Rs. 1,11,950/- ( One lac eleven thousand nine hundred fifty only) and alongwith advertisement tax due as per agreement and terms and conditions of NIT and adherence to all the provisions of OAP 2007/ DMC Act Bye Laws made theirunder and other terms and conditions issued by this department from time to time.

The incubation period is permitted for 7 days as per clause 20 of tender from the date of issue of this allotment letter (excluding the date of issue of allotment letter) and the same shall not be extended in any circumstances. The quarterly licence fee shall be payable from the next date of the date of expiry of the incubation period or from the actual date of display of advertisement, whichever is earlier.

*26/06/2017*  
**Commercial officer**  
**Advtt./SDMC**  
Advertisement Department, SDMC  
22nd Floor, Civic Centre, Minto Road,  
New Delhi-110002

**Copy To:-**

- 1 AO (IT/SDMC with the request to upload the allotment letter on the SDMC's website.
- 2 AI/ West Zone.
3. Tender Clerk.

**Copy for kind information to :-**

1. Worthy Commissioner/SDMC
2. Addl. Commissioner(Advtt.)
3. DC(Advtt.)/SDMC
4. DC/West Zone
5. ADC(Advtt.)/SDMC

*Prateek*

*21-6-17*