

Government of Rajasthan Department of Tourism

Sanjay Marg, Opp. Vidhayakpuri Police Station, Jaipur, Telfax.0141 2822852/847
Email – mktg-dot@rajasthan.gov.in

No. F 3 (151)Advt./Times-OOH/DT/2025 - 04450/

Dated: As per e-Signature

Notice for Single Source Procurement under the RTPP Act, 2012

Under the direct Single Source Procurement provisions of the Rajasthan Transparency in Public Procurement (RTPP) Act, 2012 read with RTPP Rules, 2013 and in view of the fact the Department of Tourism, Government of Rajasthan, Jaipur intends to execute the following work. In this regard, the department has received proposal from **Sh. Alok Kataria, Times OOH Group (M/s Times Innovative Media Ltd.), Noida** for **Outdoor Advertising for promotion of Rajasthan Tourism on DAVP rates on Airports/Hoardings Expressway/Bus Que Shelters/Unipole/ Cantilever etc. media** on various locations for **one (1) months** as per **Annexure-1**.

Scope of Work

Display advertisement for **one month** on various OOH Media i.e. Airports/Hoardings Expressway/Bus Que Shelters/Unipole/ Cantilever etc. at various locations **as per list attached at Annexure-1**

Financial Proposal:

Cost of work is Rs. 3,34,15,550/- + Taxes

Note- BQS printing cost shall be extra as per DAVP allotted rates (@Rs20/sq ft).

Terms and Conditions:

1. This notice has been issued under section 17 (2) of Rajasthan Transparency in Public Procurement (RTPP) Act, 2012 and the same may be published on State Public Procurement Portal (SPPP) for 7 days.
2. An agreement shall be executed on Rs. 500/- Non-Judicial Stamp paper (Stamp duty paid in Rajasthan) in prescribed format.

(Daleep Singh Rathore)
Joint Director (Mktg.)

No. F 3 (151)Advt./Times-OOH/DT/2025 - 04450/

Dated: As per e-Signature

Copy forwarded to following for information and necessary action please: -

1. PS to Secretary, Tourism
2. PS to Director, Tourism
3. PA to Additional Director (Dev.), Tourism
4. Chief Accounts Officer
5. Joint Director (Marketing)
6. ACP(DD), IT Cell, Department of Tourism, Rajasthan, Jaipur to upload this notice on SPPP
- 7.

Joint Director (Mktg.)



Display advertisement for one month on various OOH Media i.e. Airports/Hoardings Expressway/Bus Que Shelters/Unipole/ Cantilever sites on DAVP rates as under-

Times OOH Media Plan							
"DigitalDisplayBoard(PackageRate)"-Airports:Kolkata,Goa,Indore,Chandigarh,Chennai&Coimbatore							
State	City	Location	Package	ScreenSize	DAVP Rate/	Screens Qty./	Cost/month
West Bengal	Kolkata	T-2	Dom. Departure + Arrival	65"	34,45,200	58	3445200
West Bengal	Kolkata	T-2	Baggage Belt	207"	22,27,500	15	2227500
TamilNadu	Chennai	T1,T2&T4	Domestic & International Arrival	55"	29,10,600	52	2910600
TamilNadu	Chennai	T1,T2&T4	Domestic & International Departure	65"	31,18,500	56	3118500
Goa	Goa-Dabolim	T-1	Common Arrival & Departure	65"	26,73,000	60	2673000
Goa	Goa-MOPA	T-1	Arrival + Departure	65"	14,25,600	32	1425600
Chandigarh	Chandigarh	T-1	Domestic & International Arrival	86"	5,34,600	10	534600
Chandigarh	Chandigarh	T-1	Arrival + Departure	73"	11,13,750	25	1113750
TamilNadu	Coimbatore	T-1	Dom. & Int.Arr. + Dep.	55"	2,16,000	20	216000
MP	Indore	T-1	Dom. & Int. Arr.+ Dep.	55"	3,88,800	36	388800
Total(A)							18053550
DND Expressway							
State	City	MediaType	Location	Area (Sq.ft.)	DAVP Rate/	Qty.	Cost/month
Delhi	Delhi	DND	Delhi to Noida	30x15	4,49,000	2	898000
Delhi	Delhi	DND	Delhi to Noida	30x15	2,37,000	1	2,37,000
Delhi	Delhi	DND	Noida to Delhi	30x 20	1,94,000	1	1,94,000
Total(B)							1329000
"Bus Queue Shelter"(BQS)							
State	City	MediaType	Location	Area (Sq.ft.)	DAVP Rate/BQS	Qty.	Cost/month
Karnataka	Bangalore	BQS	City	316	84,000	37	3108000
Total(C)							3108000
LEDUnipole"-Ahmedabad							
State	City	ScreenSize	No.ofSlot	Rateof1 Ssec	Costof 1Unipole	No.ofUnits	Amount
Gujarat	Ahmedabad	25x10	300	18.75	1,68,750	30	5062500
Gujarat	Ahmedabad	25x10	300	11.25	1,01,250	50	5062500
Total(D)							10125000
"Cantilever"-Yamuna Expressway							
State	Location	SubLocation	Length	Width	DAVP Rate/Month	Qty.	Cost/month
Delhi	Delhi-Agra	Agra/Jewar/Mathura	20	10	50,000	16	800000
Total(E)							800000
Grand Total(A+B+C+D+E)							3,34,15,550
							Plus applicable taxes
BQS printing cost shall be extra as per DAVP allotted rates (@Rs20/sq ft).							