

ANNEXURE 'A'

**PUDUCHERRY TOURISM DEVELOPMENT CORPORATION LIMITED
(A Government of Puducherry Undertaking)**

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EOI for Advertising Spaces – Details of Applicant

Name of Applicant :

Core Business Activity :

No. of Years Experience in the Profile :

Statutory Compliances

(i) MSME / ROC Registration No. :

(ii) GST No. :

(iii) PAN Card No. :

(iv) Trade License No. :

(V) Audited Bank Statement of Last 3 Years :
to be enclosed

Contact details

(i) Single Point of Contact – Name :

(ii) Address :

(iii) Mail :

(iv) Mobile :

(v) Website :

**Details of other Branding / ads paces operated
by the applicant for**

(i) Government of Puducherry :

(ii) Government of India :

(iii) Corporate :

(iv) Please Share Copies :

Any other relevant Information :

Authorized Signatory

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GUIDELINES

1. The interested agencies shall submit following details for each location applied for
 - (i) Size
 - (ii) Diagram
 - (iii) Photograph
 - (iv) Material specification
 - (v) Images of proposed displays on designated sites.
2. The applicant should have experience in the branding – advertising industry for minimum of 3 years.
3. Experience of installation | maintenance of advertising spaces for Government | PSU's | Government of India | Corporates is essential.
4. The agency shall be responsible for all costs of installation of the signages.
5. The electricity bills wherever applicable shall be paid as per separate meters so attached.
6. All Signages shall be maintained in clean aesthetic working conditions.
7. The Corporation is not responsible for any loss | damages to the signages or by the signages.
8. The advertisement creative shall not hurt political, religions, gender, social sensitivities.
9. This contract shall be for 2 years from date of issue of the order.
10. On scrutiny of the applicants, financial bids will be called for from the approved designs and eligible participants.

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Proposed Locations | Profile | Requirements:

I – LE CAFÉ BEACH, Goubert Avenue

- Puducherry Heritage – Building | Restored | Popular Café | High Footfall
- (i) * Lollipop Signages – 4 Units – Landscaped area
Double Side lit | Approx Size – 4ft diameter
- (ii) LED Display Board – 1 Unit | Northern Side
Size: 18ft x 10ft

II – SEAGULLS BEACH

- Popular Beachside Restobar | Terrace Dining
- High footfall
- (iii) Wall Branding – Size | Southern Wall
Size: Approx: 40ft x 15ft
- (iv) * Roadside Signage – 1 Unit – Unipole | Roadside Tower
Double Side lit | Rue Dumas Intersection | Size: Customized
* Co-branding

III – SEAGULLS CHUNNAMBAR

- Popular Tourism Facility

Particulars	2017-18	2018-19	2019-20	2020-21
Approx Footfalls	2.6Lakhs	2.75Lakhs	2.71Lakhs *	1.5Lakhs *

* Pandemic wave periods

- Facilities – Restobar | Boating | Souvener Shop | Beach Children’s Rides | Boating

...2/-

From prepage:-

- (v) LED Screens – 2 Units
Size: 18ft x 10ft
Location: a) Roadside
 b) At Booking Counter Junction
- (vi) * Roadside
One side lit boards – 2 Units
Size: 8 x 4
* Co-branding
- (vii) Hoarding – 1 Unit – Non lit – Waterfront end facing bridge
Size: 30ft x 45ft
- (viii) * Roadside Signage – 1 Unit – Unipole | Roadside Tower
Double Side lit
Size: Customised
* Co-branding

IV – SEAGULLS LVR

- Abetting largest freshwater lake in Region
- Connecting Road to developing suburbs, industrial areas and Medical Colleges.
- Boating | Bird watching | Waterbody | Nature trails
- (ix) Wayside Hoarding – 1 Unit – Non lit
Size: 24ft x 15ft

*** Co-Branding with PTDC – ¼ space for indicating Puducherry Tourism | facilities.**