

No. 18/24/2009-VC
Directorate General of Civil Aviation
Ministry of Civil Aviation

Dated the 9th December, 2009

Empanelment of Advertising Agencies for Providing Comprehensive Publicity Services.

Applicant Advertising Agencies should fulfill the following requirements:-

- Should have accreditation with INS and IBF.
- National operations with full-fledged offices in metros preferably in Mumbai and Delhi having independent media facilities to plan and execute campaigns.
- Should have experience of dealing with clients at DAVP rates.
- Should have a minimum gross capitalized annual billing of Rs. 40 crores (Rupees forty crores) in the last three financial years.

If your agency meets with the above criteria and has the ability to respond to competition and market challenges with total commitment to the marketing objectives, respond along with:

- Your agency profile.
- Proof of office at each location.
- Three years Audited Balance sheets along with Annual Reports.
- A short note on three of your best main-line campaigns and three electronic campaigns produced recently.
- A note on three of your most effective media buys for major advertising campaigns recently.
- Please send your application (alongwith duly filled proforma given below) complete in all respects, to: The Director (F&A), Directorate General of Civil Aviation, Opp. Safdarjung Airport, New Delhi - 110003 by 5:00 PM on 17th December, 2009. DGCA reserves the right to reject any or all applications without assigning any reason(s).

11. Have you ever been on the panel of any PSU in Civil Aviation Sector? (If yes, give details.)
12. Give details of three publicity campaigns undertaken by you (enclose your best three art pulls/campaigns published/held recently)
13. Give details of three most effective media buys recently.
14. Details of awards received, if any, during last three years.
15. Any other information you may like to give

Signature

Name & Designation of the Authorised signatory
With seal.