



सत्यमेव जयते

**THE ADMINISTRATION OF UNION TERRITORY OF LADAKH  
TOURISM & CULTURE DEPARTMENT**

**Phone No: 01982 - 257561, Fax No 257561 Email: secyutladakh@gmail.com**

The Assistant Director,  
Tourism, Kargil.

No. LA-(Trm)(DDB) /UTL/2021/(54)

Dated. 28.01.2021

Subject: Display of advertisements through Digital Boards at Terminal T-3  
(Arrival & Departure) of IGI Airport, New Delhi.

Sir,

I am directed to enclose herewith the short term tender notice regarding the subject cited above, and to request you that the same may kindly be uploaded on Ladakh e-Procurement system ([www.tenders.ladakh.gov.in](http://www.tenders.ladakh.gov.in)) for the information of the interested applicants/ participants.

**(Encl - 01 page)**

Yours faithfully,

**(Mohd Shabir)**

Under Secretary,  
Tourism and Culture

28.01.2021

Copy to the:-

1. Director Accounts and Treasury, Ladakh for information.
2. Director Tourism, Ladakh for information.
3. Chief Executive Officer, LDA, KDA & ZDA for information.
4. Superintending Engineer, Tourism for information.
6. Technical Director, NIC Ladakh for information.
7. Assistant Director Tourism, Leh and Kargil.
8. DIO, NIC for uploading the same on the website of UT Ladakh, NIC Leh and Kargil.
9. OSD to Commissioner/ secretary, Tourism & Culture for information of the Commissioner/ Secretary, UT, Ladakh.
10. P.S to Advisor to Hon'ble Lieutenant Governor of Ladakh for information of Advisor.



**THE ADMINISTRATION OF UNION TERRITORY OF LADAKH  
TOURISM AND CULTURE DEPARTMENT  
Civil Secretariat, UT Ladakh**

**Phone No: 01982 - 257561, Fax No 257435 Email: [comsecytourismutl@gmail.com](mailto:comsecytourismutl@gmail.com)**

**Subject:** Display of Advertisements through Digital Display Boards at Terminal T-3 (Arrival and Departure) of IGI Airport, New Delhi.

**SHORT TERM TENDER**

The Department of Tourism and Culture, Union Territory of Ladakh invites proposals from the interested Professional Media Agencies/ Organizations for the display of advertisements through Digital Display Boards at Indra Gandhi International Airport, New Delhi as per the (BOC) Bureau of Outreach and Communication (erstwhile DAVP) approved rates or below to BOC rates.

The detail specifications of the Digital Display Boards is mentioned as under:

S.No.	Media	Location	Size (In ft)	Quantity	Rates	Validity
1.	Digital Display Boards (DDB)	T3- Domestic Arrival, IGI Airport, New Delhi	6 × 3	05 Screens	Approved Rate of BOC (erstwhile DAVP) or below	Upto 31.03.2021
2.		T3- Domestic Departure, IGI Airport, New Delhi	6 × 3	05 Screens	-do-	
3.		T3- International Arrival, IGI Airport, New Delhi	6 × 3	05 Screens	-do-	
4.		T3- International Departure, IGI Airport, New Delhi	6 × 3	05 Screens	-do-	

\* Service tax extra, as applicable

**Terms & Conditions:**

1. The rates are valid till the validity of your Sole Concessionaire right and will remain the same for the complete period of validity of the sole right.
2. The Department reserves the right to reject any of the tenders without assigning any reason thereof.
3. Important dates:
  - i) Tender Commencement date: 28<sup>th</sup> January, 2021
  - ii) Tender form requests last date: 11<sup>th</sup> February, 2021 (short term tender)

**Sd/-  
(Rigzian Sampheal) IAS  
Commissioner/Secretary,  
Tourism & Culture**

Website: <http://ladakh.nic.in>

Office of the Commissioner/Secretary,  
The Union Territory of Ladakh

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