


Department of Information and Public Relations
Himachal Pradesh, Shimla-2

Notice to invite proposals for publicity through LED Screen mounted on LED Van and Installation of 10-12 LED Screens throughout the State

It is to intimate that Information and Public Relations Department has received following two proposals from M/s Decode Advertising Private Limited, SCO No. 181, Second Floor Sector 37-C, Chandigarh for publicity through LED Screen mounted on LED Van and Installation of 10-12 LED Screens throughout the State:

1. Permission for Display of Himachal Government and commercial campaigns in Himachal Pradesh on Mobile LED outdoor Van.
2. Permission for display of Himachal Government and commercial campaigns in Himachal Pradesh on LED Digital Display Screens across Himachal.

All interested agencies are requested to go through both the above mentioned proposals. In case, anyone is interested to submit similar proposal, the same may be submitted to the undersigned via email on or before 21st September, 2022 by 3:00 PM on the email id: digitalmediaipr@gmail.com. Thereafter, no proposal will be entertained. The Terms and conditions for this purpose will be framed thereafter.


Director,
Information and Public Relations,
Himachal Pradesh Shimla-2



To.

DD(T) Date: 26/07/2022

The Director
Information and Public Relations
Shimla - Himachal Pradesh

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Sub: Permission for display of Himachal Government and commercial campaigns in Himachal Pradesh on our Mobile LED outdoor Van SEA-F

Sir,

We would like to introduce our self as Decode Advertising Private Limited having sole outdoor advertising rights for 9 years awarded through tender by Municipal council Kharar for outdoor media in Kharar, Kurali and Nayagaon and 5 years for Zirakpur Cluster (Zirakpur, Derabassi, Lalru and Banur) area in Punjab. We are rendering our services for National and local clients for their creative designing, releasing print and electronics advertisement from the last 23 years. We are an empanelled agency with Punjab Government for releasing and designing of the print advertisement.

In view of modern and evolving era of electronic and digital media we are now able to innovate the big outdoor digital media and moving digital media.

After vast experience in media now we have now introduced the first mobile trailer interactive with luxury office space on 20 feet x 8 feet concept of office on wheels. The mobile trailer has both side qiangli p6 outdoor screens of size 16x10 feet on Hydraulic mode. The Hydraulic mode gives the clear visibility of the office space inside the trailer.

Seeking your permission for display of Himachal Government and commercial campaigns in Himachal Pradesh in which we shall not be charging any cost for display of HPGovernment campaign which shall be to the tune of 20% of the total display time in lieu of permission for display of Advt/ campaigns owned our LED van in the different areas of Himachal Pradesh. Preferably give us the locations where electricity is available.

Sir, we shall be highly obliged if you can issue this permission.

Thanking you,

Yours Sincerely

Decode Advertising Pvt. Ltd.

Rajesh Jain **Authorised Signatory**

9814214171

DECODE ADVERTISING Private Limited.

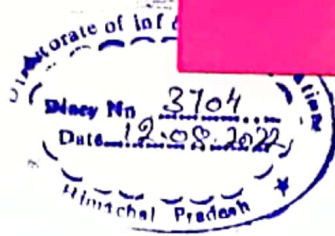
S.C.O No-181, second Floor

Sector-37-C, Chandigarh

Email- decodehd@gmail.com

Decode Advertising Pvt. Ltd.

SCO 181, 2nd Floor, Sector 37-C, Chandigarh. Ph. : 0172-5081171



To.

The Director
Information and Public Relations
Shimla - Himachal Pradesh

Date: 26/07/2022

DD (T) 30/7/22
SEA - I

Sub: Permission for display of Himachal Government and commercial campaigns in Himachal Pradesh on LED Digital display Screen across Himachal

Sir,

We would like to introduce our self as Decode Advertising Private Limited having sole outdoor advertising rights for 9 years awarded through tender by Municipal council Kharar for outdoor media in Kharar, Kurali and Nayagaon and 5 years for Zirakpur Cluster (Zirakpur, Derabassi, Lalru and Banur) area in Punjab. We are rendering our services for National and local clients for their creative designing, releasing print and electronics advertisement from the last 23 years. We are an empanelled agency with Punjab Government for releasing and designing of the print advertisement.

In view of modern and evolving era of electronic and digital media we are now able to innovate the big outdoor digital media and moving digital media.

We would like to install 10 to 12 Nos. of LED Digital Display Screen (Locations will be decided mutually) in the state of Himachal Pradesh. Size of LED Digital Display Screen will be 20W X10 H feet. Himachal Govt. will be provide Electricity connections. Timing Morning 9.30 to evening 10.00. All expense of installation and operational charges of device will be borne by Decode Advt. Pvt. Ltd. Needless to mention that we shall not run any anti-government campaign through this medium.

Seeking your permission for 5 years for display of Himachal Government and commercial campaigns in which we shall not be charging any cost for display of HPGovernment campaign which shall be to the tune of 20% of the total display time in lieu of permission for display of Advt/ campaigns in the areas of Himachal Pradesh. Preferably give us the locations where electricity is available.

Sir, Looking forward for a positive response too.

Thanking you,
Yours Sincerely

Decode Advertising Pvt. Ltd.

Rajesh Jain
9814214171 Authorised Signatory

DECODE ADVERTISING Private Limited.
S.C.O No-181, second Floor
Sector-37-C, Chandigarh
Email- decodehd@gmail.com

Decode Advertising Pvt. Ltd.



Decode
Advertising Simplified

INS ACCREDITED AGENCY

Date: 26/07/2022

DD(T)

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30/7

SEA-I

To.

The Director
Information & Public Relation Department
Shimla - HP

Sub: Proposal and quotation for LED trailer Van for Govt. Campaign

Sir,

We would like to introduce our self as Decode Advertising Private Limited having sole outdoor advertising rights for 9 years awarded through tender by Municipal council Kharar for outdoor media in Kharar, Kurali and Nayagaon, Zirakpur, Derabassi, Lalru and Banur area in Punjab. We are rendering our services for National and local clients for their creative designing, releasing print and electronics advertisement from the last 23 years. We are an empanelled agency with Punjab Government for releasing and designing of the print advertisement. Now we would like to offer our services to the Government of Himachal.

In view of modern and evolving era of electronic and digital media we are now able to innovate the big outdoor digital media and moving digital media.

After vast experience in media now we have now introduced the first mobile trailer interactive with luxury office space on 20 feet x 8 feet concept of office on wheels. The mobile trailer has both side qiangli p6 outdoor screens of size 16x10 feet on Hydraulic mode. The Hydraulic mode gives the clear visibility of the office space inside the trailer.

We offer the trailer van to Himachal Government to run the Govt. Campaign in Himachal Pradesh.

Special offered rates.

No of Days	Cost	Applicable GST	GST Amount	Cost Incl. GST
Per Day	30,000	18%	5400	35,400

Note: Minimum commitment 90 Days

Billing cycle- every 15 Days and payment terms 15 Days after submission of bill.

All operation cost will be borne by the Decode Advertising Pvt. Ltd.

We can do the branding of campaign in and outside of the Van, Van will be available with you for the whole day and you can run the campaign for 8hours in a day. Preferably give us the locations where electricity is available.

Thanking you,

Yours Sincerely,

Decode Advertising Pvt. Ltd.

Rajesh Jain
Authorised Signatory,
9814214171

DECODE ADVERTISING Private Limited.

S.C.O No-181, Second Floor
Sector-37-C, Chandigarh
Email- decodechd@gmail.com

Decode Advertising Pvt. Ltd.

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