



Ref: NZ/Estates/Advertisement

Date: 18.12.2024

OFFICE NOTE

**Re: Newspaper Advertisement for letting-out vacant space in Delhi**

The Competent Authority had approved for publishing of advertisement for letting out vacant space in newspaper in Delhi using the services of empanelled advertising agency with CC Dept. vide Office Note dated 20.11.2024(copy placed underneath). Accordingly, emails dated 30.11.2024 were sent to all the four empanelled agencies to submit quotations in a sealed envelope by 02.12.2024 3 PM for publishing of advertisements on 07.12.2024 in the Newspapers of Times group (Times of India /Navbharat Times/ Economics Times) in Delhi & NCR edition for 8cmx5cm size. Quotations were submitted by all the empanelled agencies in sealed envelope except Purnima Advertising Agency Pvt. Ltd. who sent quotation through email on 02.12.2024 at 4.57 pm. Quotations of three qualified agencies were opened on 03.12.2024 at 2.00 pm by the Tender Opening Committee and office note dt.04.12.2024 for placing advertisement through L1 vendor was also approved but due to paucity of time order could not be placed with the vendor and advertisement could not be published.

Quotations were called again through email dated 16.12.2024 for publishing advertisement on 21.12.2024 from the all the four empanelled agencies to be submitted in sealed envelope by 17.12.2024 3PM. Quotations were submitted by all the four agencies and opened by the Tender Opening Committee on 18.12.2024 at 12.15 PM. The details of the quotations received are as follows:

| Quotation for Publication of Advertisement in Delhi / NCR edition |          |                  |  |                  |                  |                  |
|---|----------|------------------|--|------------------|------------------|------------------|
|   |          |                  | Name of the agency and combo rates submitted |                  |                  |                  |
| Newspaper   | Language | Size (40 Sq.cm.) | Critique                                     | Purnima Adv.     | Bubna            | Sreshta          |
| TIMES OF INDIA  | ENGLISH  | 8w x 5h          | 173880.00                                    | 174080.00        | 174080.00        | 174080.00        |
| NAVBHARAT TIMES   | HINDI    | 8w x5h           |  |                  |                  |                  |
| ECONOMICS TIMES   | ENGLISH  | 8w x 5h          |  |                  |                  |                  |
| GST- 5%   |          |                  | 8694.00                                      | 8704.00          | 8704.00          | 8704.00          |
| <b>Total</b>  |          |                  | <b>182574.00</b>                             | <b>182784.00</b> | <b>182784.00</b> | <b>182784.00</b> |

**M/S Critique Communication Pvt. Ltd.** has quoted the lowest rate for coloured advertisement to be published in Times of India/Navbharat Times/ Economics Times in Delhi /NCR Editions. Total cost for placing the advertisement is Rs. 173880.00 (One lakh Seventy Three thousand Eight Hundred Eighty only) plus GST.

Northern Zonal Office, Jeevan Bharati, 124 Connaught Circus, New Delhi-110001. TEL: 011-23713588; 011-23315659

E-MAIL: [nz\\_est.tenancy@licindia.com](mailto:nz_est.tenancy@licindia.com) ; [nz\\_estate@licindia.com](mailto:nz_estate@licindia.com)



In view of the above, it is proposed to publish the colour advertisement for letting out of vacant space in Delhi on 21.12.2024 in Times of India/Navbharat Times/ Economics Times through M/s.Critique Communication Pvt. Ltd.

Submitted for sanctioning of 182574.00 (One lakh eighty two thousand five hundred seventy four only) inclusive of GST, towards cost of advertisement.

*Chop*  
Asstt. Secretary (Estates)  
*As*

*— On Tour —*  
Secretary (Estates)

*Notes are in order.*  
*Recommended for sanctioning of Rs 1,82,574/- inclusive of GST for advertisement through M/s Critique Communication Pvt. Ltd. over empanelled vendor.*  
*31/12/24*  
Regional Manager (Estates)

*L-2 31/12/24*  
*Sharma*  
ZONAL MANAGER