



NEW OKHLA INDUSTRIAL DEVELOPMENT AUTHORITY

Administrative Building, Sector-6, Noida G.B. Nagar,(U.P)
Website : www.noidaauthorityonline.com

NOTICE INVITING Expression of Interest (EOI)

For selection of an Advertisement agency for developing a strategy to increase revenue from advertisement and implementation support to NOIDA

New Okhla Industrial Development Authority (hereinafter referred to as "**NOIDA**" or "**the Authority**") intends to appoint an advertising agency (hereinafter referred to as "Agency") Agency will develop a strategy to increase the current advertising revenue of the Authority.

The Strategy shall be developed based on detailed assessment of current status including inventory assessment, best practices study, demand supply study considering the guidelines of honorable Supreme Court and hence estimating the revenue potential from advertisement for the Authority subsequently, Agency(s) shall be required to implement the strategy and optimising Authority's advt revenue

In this regard, the Authority now invites the interested bidders to submit their Expression of interest (EOI)

The Agency/Bidder should fulfill the following minimum technical and financial criteria:

- The Agency should have a minimum experience of **5 (five) years** in the advertising display business at public places and outdoor advertising business
- Average annual turnover of the Bidder from the advt fees should be minimum **INR 5 Crore per annum** during the last three financial years.

Last date of submission of the EOI is **28 August 2017**. The EOI should briefly mentioned the strategy incorporating the mix of medium and the estimated revenue from advertisement. Selected agencies will be asked to make a presentation on the **11th September 17**. The EOI needs to be submitted in hard copy to.

Project engineer

Work Circle – 7 G Block market

Sector – 20 Noida,

District Gautam Budh Nagar – 201 301

Mo. 9205692592

NOIDA reserve the right to change the project scope and/or terminate the EOI process At any stage without assigning any reasons and without any prior notice and no claim of any nature from any one in this regard shall be entertained.

CLEAN, GREEN, SAFE & SECURE NOIDA