



# DEFENCE HOUSING AUTHORITY LAHORE OPEN AUCTION OF STATIC / DIGITAL ODM IN DHA LAHORE

1. **Locations of Static / Digital Media are as under:-**

Ser	Locations	Category	Qty
<b><u>Static Media</u></b>			
a.	Wateen Chowk Phase V (60'x20') (Traffic coming from Pakistan Chowk)	Billboard	1
b.	Main Boulevard Phase VI (90'x30') (On drainage area across the road)	Billboard	1
c.	Walton Flyover (135'x15') (Traffic coming from Cantt)	Panel	1
d.	Bedian Underpass (54'x7') both sides (Traffic from Phase V & VI)	"	2
e.	Shabbir Sharif Underpass (24'.6"x7') (Traffic coming from Broadway Chowk)	"	1
f.	Education City Phase V (6'x4')	Backlit sign	20
<b><u>Digital Streamers</u></b>			
g.	Wateen Chowk to Pakistan Chowk Phase V	Poles	55
h.	Pakistan Chowk to Bedian Underpass	"	22
i.	Wateen Chowk to Edn City Phase V	"	25
j.	McDonals Chowk till Y/DD Junction Phase III	"	25

2. Experienced outdoor advertising companies / business firms with good reputation and sound financial background will be eligible. They will be entitled to participate in the open auction through their authorized agents.

3. **Following are the main terms and Conditions:-**

- **Period of Agreement** - 3 Years
- **Terms & Conditions:-**
  - 1 x Month rent as security and 1 x Month rent as advance (***non-negotiable***).
  - 8% Annual increase in rent.
  - Each participating company should be registered with Registrar Firms. Following supporting documents will be provided along with letter of interest to participate:-
    - Letter of authorization in favor of person participating in the open auction.
    - All the participating Companies / Firms shall submit an undertaking to abide by the concerned advertisement rules and code of Ethics approved by APNS.
    - Proof of FBR certificate.
    - Bidders will also be required to deposit Bank statement of the company / firm for the last six months and company's / firm's profile.
  - Any Vendor/ Company working with DHA, failing to submit the outstanding dues will not be permitted to participate in auction.
  - Companies failing to provide above mentioned document will not be allowed to participate in bidding.

- Letter of Interest including information about authorized agent who will participate on behalf of company along with Pay order of Rs. 500,000/- (refundable) will be submitted with DHA office before auction day. Cheque and CDR will not be accepted. Security amount will be confiscated if bid winner will withdraw his auction.
- The participating company will provide an undertaking that it has never been black listed by any authority / Boards. In case a wrong certificate is provided, then complete security will be confiscated in favor of DHA Lahore and agreement will be cancelled.
- DHA may postpone the bidding time / date without assigning any reason.
- DHA reserves the right to accept or reject any or all bids without assigning any reason.
- The decision of the Authority will be final.
- The DHA will display skin on licensed billboard for a minimum 5 x days on National Days/ Nationwide Campaigns (23<sup>rd</sup> March, 14<sup>th</sup> Aug, 6<sup>th</sup> Sep, 9<sup>th</sup> Nov, 25<sup>th</sup> Dec and Eids, etc;), as and when required, with no monetary or time compensatory obligations on DHA.
- On Digital Media, DHA will own 1 x slot of minimum during complete agreement period on FOC basis. DHA can use this slot for Public Service Messages and for DHA own Promotion.
- Stability Certificate will be the responsibility of Vendor.
- Any other aspects deemed appropriate by the management.

**DIRECTOR SALES & MARKETING**  
**DHA Old Office Complex Sector 'Y' Commercial Area Phase-III,**  
**DHA Lahore UAN: 111-342-547 (Extn 3401, 3406 & 3411)**