



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

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

Ser	Locs	Cat	Qty
<b><u>STATIC MEDIA</u></b>			
1.	Main Boulevard Ph VI (90'x30') (on drainage area across the road)	Billboard	1
2.	Plot No 573/2-E, Ph VI (90'x30') Opposite PKLI hosp ( <b>JV Plot</b> )	"	1
3.	Plot no 105 MB, Ph VI (60'x20') ( <b>JV Plot</b> )	"	1
4.	Plot No 504/1-L, Ph V Suigas Society (60'x20') ( <b>JV Plot</b> )	"	1
5.	Plot no 78/4-Y Ph VII cmrl (60'x20') ( <b>JV Plot</b> )	"	1
6.	Plot no 85 CC 4, Rahbar Pine Avenue Ph XI (60'x20') ( <b>JV Plot</b> )	"	1
7.	Plot no 5/2-1B, Defence Road Ph XI Rahbar (60'x20') ( <b>JV Plot</b> )	"	1
8.	Rahbar Sec Ph XI Carrefour Rd (Bd 1) (45'x15')	"	1
9.	Rahbar Sec Ph XI Carrefour Rd (Bd 2) (45'x15')	"	1
10.	Kalam Chowk Edn City (45'x15') Tfc coming from DD/FF cmrl Ph IV	"	1
11.	Top Roof of Attock Petrol Pump Ph VII Sec Y Eagle II (60'x20')	"	1
12.	Markhor petrol pump Ph VI	"	1
13.	Attock Petrol Pump Eagle I (25'x10')	"	1
14.	Attock Petrol Pump Eagle II (45'x15')	"	1
15.	Shaheen (Euro Petrol Pump) (10'x25')	"	1
16.	Walton Flyover (135'x15') (Tfc coming from Cantt)	Panel	1
17.	Bedian Underpass (54'x7') both sides (Tfc from Ph V & 6)	"	1
18.	Education City Ph V (6'x4')	Backlit sign	20
19.	Phase I to IX	Static Moppet Signs (4'x8')	30
20.	Phase I to IX	Bus Shelters	20
<b><u>DIGITAL MEDIA</u></b>			
1.	Wateen Chowk to Edn City Ph V (6'x3')	Digital Streamers	25 Poles
2.	Defence MB (From Walton Flyover till DHA Main Gate Ph I) (6'x3')	"	33 Poles
3.	Infront of Defence Raya Club Ph VI	"	22 Poles
4.	DHA EME Sec Ph XII (From main gate till roundabout)	Digital Moppet Signs	10
5.	DHA Phase I to IX	"	20

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 + 1 Years
- **Terms & Conditions:-**
  - 1 x Month rent as security and 1 x Month rent as advance (**non-negotiable**).
  - 10% 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.
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- Companies failing to provide above mentioned document will not be allowed to participate in bidding.
  - Any Vendor/ Company working with DHA, failing to submit the outstanding dues will not be permitted to participate in auction.
  - Letter of Interest including information about authorized agent who will participate on behalf of company along with Pay order of Rs. 1,000,000/- (refundable) and T&C form (*which can be obtained from DHA Old Office below mentioned address*) shall be submitted with DHA office a day before auction day. Cheque and CDR will not be accepted. Security amount will be confiscated if bid winner withdraws from won bid.
  - The participating company will provide an undertaking that it has never been black listed by any authority / Boards. In case fake certificates are submitted, then complete security will be confiscated in favor of DHA Lahore and agreement will be terminated.
  - Vendors are required to assess the location & proposed sites prior to auction, no requests for major trimming of plants / trees nor re-location of other media/ trees at same vicinity will be allowed.
  - 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.
  - 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.
  - DHA will own 1 x slot on Digital Media during complete agreement period on FOC basis. DHA can use this slot for Public Service Messages and for DHA own Promotions.
  - Structure Stability Certificate, Structural Drawings and Soil Analysis will be responsibility of the Vendor.
  - Any other aspects as 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, 3416 & 3411)**