



समुद्री उत्पाद निर्यात विकास प्राधिकरण

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

क्षेत्रीय प्रभाग, कोलकाता

५वी मंजिल, टी बोर्ड बिल्डिंग, १४, बी.टी.एम. सरणी, (ब्रेबोर्न रोड), कोलकाता-७०० ००१

The Marine Products Export Development Authority

(Ministry of Commerce & Industry, Government of India)

REGIONAL DIVISION, KOLKATA

5th Floor, Tea Board Building, 14, BTM Sarani (Brabourne Road), Kolkata-700 001



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संख्या : WB1/PUB/2/22/28071

No. :

दिनांक : 27/01/2023

Date :

NOTICE

The Marine Products Export Development Authority (MPEDA), Ministry of Commerce and Industries in association with Seafood Exports Association of India (SEAI) is Conducting India International Seafood Show (IISS), a biennial event and one of the largest Seafood fairs in Asia, scheduled from 15.03.2023 to 17.03.2023 at Biswa Bangla Mela Prangan, Kolkata, West Bengal.

In order to undertake outdoor branding/ promotion for the event, the undersigned would like to invite the best possible quotes for display of Hoardings, Billboards and advertising in the digital LED screens all over Kolkata as per following specific locations and types,

Hoardings/ Bill Boards Advertising:

Sl. No	Location	Media	Area (Sq. Feet)	Unit
1.	Airport Exit Facing Airport	Hoarding	50 X 50 = 2500	1
2.	VIP rd Baguihati Flyover FTY Airport	Hoarding	60X 30 = 1800	1
3.	EM By Pass Bengal Chemical FTF VIP rd	Hoarding	40 X 40 = 1600	1
4.	Rashbehari Xing Gariahat	Hoarding	30 X 30 = 900	1
5.	Maa Flyover, Park Circus FTF Science City	Hoarding	70 X 35 = 2450	1
6.	E.M. Bypass Ruby Facing Garia	Hoarding	60 X 30 = 1800	1
7.	Exide Xing Facing Mintor Park	Hoarding	20 X 30 = 600	1

P.T.O.

मुख्यालय : एम पी ई डी ए हाउस, पनंपिल्ली एवन्यू, डाक पेटी सं 4272, कोच्ची 682036, भारत

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Head Office : MPEDA HOUSE, Panampilly Avenue, P. B. No. 4272, Kochi-682036, India

Phone : +91-484-231 1979, E-mail : mpeda@mpeda.gov.in, Fax : +91-484-231 3361

Website : http://www.mpeda.com

LED Screens Advertising:

Sl. No	Location	Media	Area (Sq. Feet)	Unit
8.	EM Bypass JW MARRIOTT / Science City	LED	20 X 8 = 160	1
9.	Park Circus 7 Point Crossing	LED	20 X 8 = 160	1
10.	EM Bypass Ruby Xing in front Emami Tower feg Science City	LED	20 X 8 = 160	1
11.	EM Bypass Beliaghata Xing SAI Complex feg HYATT/ Ultradanga/ Airport	LED	20 X 8 = 160	1

Cut Outs Advertising:

The Cut outs to be dimension of 4 Feet X 6 Feet and needs to be placed all along the road adjacent to the Venue and Back side of ITC Royal/ Sonar and Road leading to the venue from the service road from the side of EM Bypass.

The quotes need to be submitted for display from the period 12.02.2023 to 17.02.2023.

Term and Condition:

1. Proof/ Undertaking of Availability and Access to Display Media during the Time Period.
2. Photographs/ Catalogue Of Proposed Media Offered With Location.
3. Minimum 40 exclusive advertising property rights for advertising in Kolkata city at various location.
4. The agency must have minimum one time experience for work at the specific locations mention in Notice.

5. Proof for Past Experience and Project Experience clause: For fulfilling the experience criteria any one of the following documents may be consider as valid proof for meeting the experience criteria

- a) Contract copy along with invoices with self- certification by the bidder that service/supplies against the invoices have been executed.
- b) Execution certificate by client with contact value.
- c) Any other document in support of contact execution like Third Party Inspection release note etc.

Last date for submission of quotation is on or before 15:00 hours of 2nd February 2023.



Archiman Lahiri
अर्चिमान लाहिरी / ARCHIMAN LAHIRI
उप निदेशक / DEPUTY DIRECTOR