

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING  
BUREAU OF OUTREACH & COMMUNICATION  
PERSONAL MEDIA CELL**

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F.No. DD (OP)/Ext/2018-19

24.12.2020

**ADVISORY**

**Subject: Extension of validity of rates of Personal Media upto 30.06.2021 regd.**

Bureau of Outreach and Communication (erstwhile DAVP) approved rates for Outdoor media till 31.12.2020 since the policy guidelines for empanelment and rate fixation of Personal media are under consideration.

2. It has now been decided that for Agencies (as annexed in Appendix I) with validity of sole rights beyond 31.12.2020, the present rates offered stand extended till 30.06.2021 or till the validity of their sole rights or till further orders, whichever is earlier, on the same terms & rates mentioned in the rate letter issued to them, subject to the submission of the following documents to BOC at the earliest:

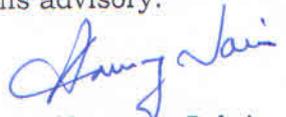
- A. An Affidavit stating that the sole right validity of the media with BOC is until or beyond 30.06.2021. In case the validity is beyond 31.12.2020 but before 30.06.2021, the same maybe brought to the notice of BOC immediately and clearly.
- B. A copy of the rate letter issued by BOC corresponding to the media mentioned in Appendix I.
- C. Sole right agreements corresponding to the media mentioned in Appendix I.

3. The agencies are also requested to furnish the following documents along with the affidavit and agreement:

- A. Company Details and corresponding documents such as GST Certificate, copy of PAN Card, Registrar of Companies Certificate, Memorandum of Association/ Deed of Partnership etc.
- B. Bank Details such as Cancelled Cheque and certified Bank Mandate Form
- C. Details of Owner/Director/Proprietor/Partners such as name, contact number and e-mail address
- D. Details of Authorized Representative such as name, contact number and e-mail address, correspondence address duly certified by Owner/ Director /Proprietor/ Partners or authorized signatory.

4. The above details may be furnished in hardcopy as well as scanned copies should be e-mailed at [outdoor.davp@gmail.com](mailto:outdoor.davp@gmail.com) within 15 days of issuance of this advisory.

This issues with the approval of DG, BOC.

  
(Anurag Jain)  
Joint Director (PM)

**To:  
The agencies mentioned in Appendix I**

## APPENDIX - I

PERSONAL MEDIA AGENCIES		
Agency Name	Media Name	Zone/Location
Aadhar Corporation Pvt. Ltd.	Bags for Linen (Indian Railway)	Bags for Wrapping Linen (Bedsheet/Towel/Pillow cover in AC Coaches) - Mail / Express Trains of Mumbai Division
Air Asia	Airline Boarding Pass	Air Asia Boarding passes - All over India
Axis My India Ltd.	Railway Ticket	East Central Railway
Bharat BPO Services Limited	Audio advertisement on 139 IVR of Indian Railways	Indian Railway
Brandavan Food Products	Indian Railway Catering Items	Indian Railway- Flask , Menu card, Napkin, Paper cups, Sandwich Box and Tray Mat
BSES Yamuna Power Ltd.	Electricity Bill	BSES Electricity bill, Delhi
BSES Rajdhani Power Ltd	Electricity Bill	BSES Electricity bill, Delhi
Explo Media Pvt. Ltd.	Airline Boarding Pass	Air India Boarding Passes - All over India
		Vistara Boarding Passes - All over India
		Indigo Boarding Passes - All over India
Indian Railway (Central Railway)	Railway Ticket	Central Railways
Indian Railway (Eastern Railway)	Railway Ticket	Eastern Railways
Indian Railway (South Central Railway)	Railway Ticket	South Central Railway
Indian Railway (Southern Railway)	Railway Ticket	South Western Railways and Southern Railways
Indian Railway (Northern Railway)	Railway Ticket	Northern Railways (PRS & UTS Tickets)
Mediaplus	Railway Reservation Tickets	North East Frontier
Mirash Infotech Pvt. Ltd.	Electricity Bill	Madhya Pradesh (Western Zone)
Niyati Communication (P) Ltd.	BSNL Telephone Bill	Telephone Bill (Print advertisements)
Pinnacle Media Network	Paper cups	Air India Flights
RK Associates & Hoteliers Pvt. Ltd.	Advertisement on Disposables - IRCTC/ Indian Railway	IRCTC - Menu Card and Tray Mat
	Indian Railway Catering Items	Indian Railway- Flask , Menu card, Napkin, Paper cups, Sandwich Box and Tray Mat
Roop Caterers	Indian Railway Catering Items	Indian Railway- Flask , Menu card, Napkin, Paper cups, Sandwich Box and Tray Mat
Satyam Caterers Pvt. Ltd	Indian Railway Catering Items	Indian Railway- Flask , Menu card, Napkin, Paper cups, Sandwich Box and Tray Mat
Silver Campaigns	Gas Bill (IGL PNG)	Delhi/NCR Region
SCOM Media	Airline Boarding Pass	Go Air Boarding Passes and Spice Jet Boarding Passes - All over India
Trilok Security Systems India Pvt.	Access Card	Tirupati, Shri Bhramarambika Mallikarjuna Swamyvari Devasthanam, Shri Kalahasteeswara Swamivari Devasthanam and Shri Durga Malleswaraswamy Varla Devasthanam (Andhra Pradesh), Shri Tuljabhavani Temple and Shri Vittal Rukmini Temple and Shri Saibaba Sansthan (Maharashtra), Vaishno Devi and Shri Shiv Khori Shrine (Jammu and Kashmir), Chardham, Rishikesh, Haridwar and Hemkund Sahib (Uttarakhand), Shri Naina Devi Temple and Shree Mata Bajreshwari Devi Temple (Himachal Pradesh), Baba Baidyanath Dham (Jharkhand)