



BOOK **LED SLOTS** AT
PROMINENT PLACES AND
KEEP AHEAD OF THE COMPETITOR

Date:- _____

To,

The General Manager (Marketing),

WBHIDCO Ltd.

Sir,

I/We furnish herewith the following details in connection with our request for arrangement of display of advertisement of our product/project in the LED Board at above identified sites for a period of _____ .

Organization Details:

Name: _____

Address: _____

Contact No.: _____

PAN /TAN No.: _____

Contact Person Details:

Name & Designation: _____

Address: _____

Mobile No.: _____

Email-ID: _____

Authorization letter (to be attached with the application)

Advertisement Details :-

Purpose of Advertisement: _____

Advertising for: Self/Others _____

Advertisement sample

(To be attached with the application form in a CD/ DVD/ USB, JPEG Format)

APPLICATION FOR DISPLAY OF ADVERTISEMENT ON LED BOARD

Slot Details – Location

	Near Nazrul Tirtha		HIDCO Bhavan Reception T-OLED
	Eco Park		Smart Plaza –LED 1
	Near City Centre 2, 7th Rotary		Smart Plaza –LED 2
	HIDCO Terrace (Narkelbagan Crossing)*		Smart Cycle Stand – LED1
	Eden Court		Smart Cycle Stand – LED2
	HIDCO Bhavan Reception - 1		

(Please tick all that applicable)

Slot Details – Duration

From _____ to _____ (Minimum 15 days) No. of Slots _____ (slots are of 10 seconds per 60 seconds) from 8.00 am to 11.00 pm.

***Please note:** LED at HIDCO Terrace (Narkelbagan Crossing) is displayed from 8 am to 11 am and then from 4 pm to 9 pm.

- I/We will abide by the provisions of NKDA Act and rules for advertisement in New Town and pay taxes and fees as applicable.
- I/We agree that WBHIDCO has the right to accept or reject the application.
- I/We are authorized for display of the advertisement

Customer's Signature: _____

CHECKLIST

(No Application will be valid without these annexures)

- Authorization letter of Contact Person
- Sample of Advertisement attached in proper size and format (CD/ DVD/ USB, JPEG Format)
- Copy of PAN Card
- Copy of GSTN Certificate

Annexure – A: Specifications of the LED Display Boards with Rates

Sl. No.	Description	Dimensions (ft x ft)	Location	Rate in Rs. (per slot per month)	Duration of display per day
1	Near Nazrul Tirtha	11.5 x 6.6	Biswa Bangla Sarani	30,000	8am to 11pm
2	Eco Park	24.6 x 13	Biswa Bangla Sarani	1,28,571	8am to 11pm
3	Near City Centre 2, 7th Rotary	11.5 x 6.6	Biswa Bangla Sarani	30,000	8am to 11pm
4	HIDCO Terrace (Narkelbagan Crossing)	30 x 20	Biswa Bangla Sarani	1,50,000	8am to 11pm & 4am to 9pm
5	Eden Court	11.5 x 6.6	Near Eco Space	30,000	8am to 11pm
6	HIDCO Bhawan Reception -1	24 x 7.8	Inside Hidco Bhavan	74,052	8am to 11pm
7	HIDCO Bhawan Reception T- OLED	4 x 2.25	Inside Hidco Bhavan	3,557	8am to 11pm
8	Smart Plaza – LED 1	3.2 x 6.6	Inside Plaza	8,571	8am to 11pm
9	Smart Plaza – LED 2	3.2 x 6.6	Inside Plaza	8,571	8am to 11pm
10	Smart Cycle Stand – LED 1	6 x 4	Biswa Bangla Sarani	9,568	8am to 11pm
11	Smart Cycle Stand – LED 2	6 x 4	Biswa Bangla Sarani	9,568	8am to 11pm



No. Memo _____

Date: _____

To,

Sub: Provisional acceptance of application for display of advertisement on LED Board

Sir/Madam,

With reference to your Application/letter No. _____ dated _____ I am directed to inform you that your application has been provisionally accepted subject to payment of Rs. _____ as the requisite fee. The payment should be made either through:

- A) Demand Draft drawn in favour of WBHIDCO Ltd., payable in Kolkata and should be submitted to CFO/FO of this organization with a copy to GM (Marketing); or,
- B) Online portal – NEFT/ RTGS

Bank details:

Bank Name: State Bank of India

IFSC Code: SBIN0007816

Current A/c No.: 11334346223

Bank Address: Bikash Bhaban G.O.C. Sector 2, Salt Lake City,

Calcutta, Dist. 24 Parganas (N), West Bengal - 700091

Slot availability: From _____ to _____

Total no. of slots (slots are of 10 secs) (to be displayed once in every 60 secs from 8am to 11pm)

(Please note: LED at HIDCO Terrace (Narkelbagan Crossing) is displayed from 8 am to 11 am and then from 4 pm to 9 pm.)

You are requested to make payment accordingly and return a copy of this letter after signing the acceptance of the terms and conditions noted overleaf within 5 days from the date of issue of this letter for issuance of final approval/acceptance letter from this end, failing which your application will stand automatically cancelled.

General Manager (Marketing)

Terms and conditions

1. WBHIDCO Ltd. will accept orders for display of advertisements on the LED Display Board as per the specifications provided in the Annexure – A, exclusively on the following terms and conditions.
2. By placing an order, the advertiser (which is the person placing the order for the advertisement whether he/she is or represents the advertiser of the person(s), event(s), organizations or service referred to in the advertisement or the venue, agency, promoter, manager or media buyer for same accepts and agrees to be bound by these terms in full.
3. WBHIDCO may, without showing any reason to the advertiser, reject, cancel or require any advertisement to be amended that it considers unsuitable or contrary to these terms and remove, not display, suspend or change the position of any such advertisement.
4. Advertisement can only be booked for display on the LED Board for a minimum period of 15 days.
5. WBHIDCO Ltd. will not publish or display any advertisement for any advertiser who has not paid any sums due for any advertising at the LED Display or any other debts owing to the company. The advertiser will remain responsible for all outstanding charges.
6. All bookings for advertisements on the LED Display shall include specified start and end dates for display of the advertisement. Advertisement shall only be displayed from one working day after receipt of the advance payment (in full) or the starting date as mentioned in the provisional acceptance letter, whichever is later, until the specified end date in the original booking. In case of technical problems resulting in non-display in the contracted period, equivalent number of slots in the nearest available future slot shall be provided for displaying the matter. There will be no further liabilities on behalf of WBHIDCO.
7. Compliance with the rules and regulations governing display of outdoor advertisements and payment of taxes, fees and statutory charges are sole responsibility of the applicant and WBHIDCO Ltd. or any of its officials will have no responsibility towards this. Any contravention of this provision will lead to stopping the display with forfeiture of the hiring charges.
8. WBHIDCO Ltd. WILL NOT BE RESPONSIBLE FOR DISRUPTION OF DISPLAY DUE TO POWER OUTAGE OR NATURAL CALAMITY OR MECHANICAL FAILURE AND UNFORESEEN SITUATION.
9. To confirm the booking in 'Offline Mode', the Client will sign and return one copy of this Application Form together with the evidence of FULL PAYMENT in ADVANCE to WBHIDCO Ltd. within 5 working days from the date on which the WBHIDCO Ltd. sends the proforma invoice of the fees to the client against an Application Form submitted by the Client. The

booking will be treated as provisional until the Client returns the signed copy of this Application Form and pays the Hire Fee. If the Application Form and Hire Fee by way of demand draft/ online portal is not submitted by the specified date, WBHIDCO Ltd. will cancel the booking.

10. If another Client wants to book the same slot before the present Client's booking has been confirmed by way of payment along with a signed copy of this offer letter, WBHIDCO will be at liberty to cancel the Client's booking.

11. Allotment of slot and display of the advertisement material will be at the sole discretion of WBHIDCO LTD. and as per availability of free slots.

I/We agree to abide by these terms and conditions.

Name: _____

Designation: _____

Signature: _____

Date: _____

Location of LEDs along with rate chart

Sl. No.		Location	Dimension (ft x ft)	Rates (in Rs.) per month (10 seconds slot in a cycle of 60 seconds)	
				Govt/ PSU/ Stat Body	Pvt Commercial Org
1	LED Board 1	Near Nazrul Tirtha	11.5 x 6.6	20,000	30,000
2	LED Board 2	Ecopark	24.6 x 13	85,714	1,28,571
3	LED Board 3	Near City Center 2, 7th Rotary	11.5 x 6.6	20,000	30,000
4	LED Board 4	HIDCO Terrace (Narkelbagan Crossing)*	30 x 20	1,00,000	1,50,000
5	LED Board 5	Eden Court	11.5 x 6.6	20,000	30,000
6	LED Board 6	HIDCO Bhavan Reception – 1	24 x 7.8	49,368	74,052
7	LED Board 7	HIDCO Bhavan Reception T-OLED	4 x 2.25	2,372	3,557
8	LED Board 8	Smart Plaza - 2 (small LEDs)	3.2 x 6.6	5,714	8,571
9	LED Board 9	Smart Plaza - 2 (small LEDs)	3.2 x 6.6	5,714	8,571
10	LED Board 10	Smart Cycle Stand - LED 1 (small LEDs)	6 x 4	6,379	9,568
11	LED Board 11	Smart Cycle Stand - LED 2 (small LEDs)	6 x 4	6,379	9,568

***Please note:** LED at HIDCO Terrace (Narkelbagan Crossing) is displayed from 8 am to 11 am and then from 4 pm to 9 pm.



ECO PARK
Facing
Mother's Wax Museum



EDEN COURT

Facing
Centrus Mall



NAZRUL TIRTHA

Facing
Technopolis



NEAR CITY CENTER 2 7TH ROTARY

Facing
Mother's Wax Museum



SMART CYCLE STAND

Facing
Sector 5



SMART CYCLE STAND

Facing
Biswa Bangla Gate



SMART PLAZA

**Facing
Biswa Bangla Gate**



SMART PLAZA

**Facing
Biswa Bangla Gate**



HIDCO BHABAN

(Rooftop)



HIDCO BHABAN (HIDCO Reception LED)



HIDCO BHABAN

(Reception T-OLED)



WEST BENGAL HOUSING INFRASTRUCTURE DEVELOPMENT
CORPORATION LIMITED
(A Govt. of West Bengal Undertaking)

HIDCO BHABAN, Premises No. 35-1111, Biswa Bangla Sarani, 3rd
Rotary, New Town, Kolkata-700156

Tel: (033) 2324-6037 / 38 **Fax:** (033) 2324-3016 **WhatsApp:** 8335877221

e-mail: info@wbhidco.in **HelpDesk:** helpdesk@wbhidco.in

Website: www.wbidcoltd.com

Follow us on:    



24x7 AT YOUR SERVICE