

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
OUTDOOR MEDIA CELL**

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

Date- 29.08.2022

ADVISORY

Subject: Extension of validity of rates of Outdoor Media up to 31.12.2024 regd.

Central Bureau of Communication (erstwhile BOC) approved rates for Outdoor Media till 31.07.2022 vide advisory of same number dated 01.07.2022. It has now been decided that for Agencies with validity of sole rights beyond 31.07.2022, the present rates offered stand extended till 31.12.2024 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. The validity of sole rights has been updated on the CBC website. In case of validity beyond 31.12.2024, the validity may be read as 31.12.2024 only.

2. Some agencies have not submitted the required documents as per advisory dated-01.07.2022 (as annexed at Appendix-II). These agencies are given one last opportunity to provide requisite documents given by 31.08.2022 failing which their rates will be suspended.

This issues with the approval of DG, CBC.



**(Anurag Jain)
Joint Director (OM)**

To:

The agencies mentioned in Appendix I & II

APPENDIX - I

| S. No. | Agency Name |
|---------------|----------------------------------|
| 1 | AOM Advertising Pvt. Ltd. |
| 2 | Bulls Eye Media Pvt. Ltd. |
| 3 | Cat Advertising Private Limited |
| 4 | Digital Advertising |
| 5 | Handa Enterprises |
| 6 | Icons Outdoor Pvt. Ltd. |
| 7 | Lion India Limited |
| 8 | LRM Fabric and Impressions |
| 9 | Ninja Media Creations |
| 10 | Pratibha Global Pvt. Ltd. |
| 11 | Shri Ram Instt. of Rural Devl. |
| 12 | Sita Outdoor Media |
| 13 | TDI International India (P) Ltd. |
| 14 | U.S. Advertising Pvt. Ltd |
| 15 | Untitled Advertising |
| 16 | XL Media |
| 17 | The Incoda |

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APPENDIX - II

| S. No. | Agency Name | S. No. | Agency Name |
|--------|--|--------|---|
| 1 | Abhik Advertising Pvt Ltd | 44 | Mayek |
| 2 | Accord Advertising Pvt. Ltd. | 45 | Media Touch |
| 3 | Active Media | 46 | Media 24X7 |
| 4 | Ad Ideas Pvt. Ltd. | 47 | Moksh Promotions Limited |
| 5 | Adonmo Pvt. Ltd. | 48 | Naman Broadcasting & Telecommunicatio Pvt. Ltd. |
| 6 | Ad Vistaa | 49 | One Ad Display Pvt. Ltd. |
| 7 | Adam & Media Recreation Pvt. Ltd. | 50 | OPT |
| 8 | Advantage Advertising | 51 | Outreach Advertising Pvt. Ltd. |
| 9 | Alpine Outdoor Media Services | 52 | Phoenix Media Pvt. Ltd. |
| 10 | Apic Media Creation Pvt. Ltd. | 53 | Planet Advertising Pvt. Ltd. |
| 11 | Arati Display | 54 | Poojari Group of Companies |
| 12 | ARC Outdoor Media Ltd. | 55 | Prithvi Outdoor Publicity LLP |
| 13 | A-Square Media | 56 | Rakesh Advertising Pvt. Ltd. |
| 14 | Asian Concierge | 57 | RD Grafix Printing & Signage Advertising |
| 15 | Astitvaa Advertisement Ltd. Pvt. | 58 | R.M. Associates |
| 16 | Atin Promotions& Advertising Pvt. Ltd. | 59 | Rajdeep Infrastructure |
| 17 | Baba Hanuman Singh Enterprises | 60 | Rajdeep Publicity Pvt. Ltd. |
| 18 | Bat Media | 61 | Rathore Pablicity |
| 19 | Blue Ocean Media Pvt. Ltd. | 62 | Ripple Media |
| 20 | Bulls Eye Media Pvt. Ltd. | 63 | Ronak Advertising |
| 21 | Chitra Publicity Co. | 64 | S.S Advertisers |
| 22 | Creative Designers | 65 | Sandesh Spotlight |
| 23 | Crisis Management Services & Solutions | 66 | Selvel Advertising (P) Ltd. |
| 24 | DD Communication | 67 | Shiva Ads India Pvt. Ltd. |
| 25 | EcoMaxGo LLP | 68 | Showbiz Associates |
| 26 | Evergreen Advertising Pvt. Ltd. | 69 | Shree Communication |
| 27 | Explo Media Pvt. Ltd | 70 | Sky Wanderers Pvt Ltd |
| 28 | Evergreen Publicity | 71 | Skyrams Outdoor Advertising India Pvt. Ltd. |
| 29 | Faridabad Media | 72 | Society for Accident Free Environment- INFO BUS |
| 30 | Fortune Creative Media Pvt Ltd | 73 | Spectra Marketing |
| 31 | Gateway Advertisers Pvt Ltd | 74 | Swift Intermedia Convergence Ltd. |
| 32 | Global Advertisers | 75 | Symbiosis Advertising |
| 33 | Harsh Advertising Agency | 76 | Tent Communication |
| 34 | Hitendra Advertising & Marketing Pvt. Ltd. | 77 | The Design Place |
| 35 | H.S. Advertising | 78 | The Hindusthan Publicity |
| 36 | Image Ad | 79 | Twin Media |
| 37 | Information TV Pvt. Ltd. | 80 | Uni Ads Ltd. |
| 38 | Interactive Communication Services (I) Pvt. Ltd. | 81 | Vaibhavaa Advertising Pvt. Ltd. |
| 39 | J R Creations | 82 | Valayam Creations |
| 40 | JPL Textile (India) Pvt. Ltd. | 83 | Varsha Outdoor Advertising Pvt. Ltd. |
| 41 | Kalyani Ads Outdoor Solution | 84 | Yash Multi Media LLP |
| 42 | Kraft Outdoor Media Pvt. Ltd. | | |
| 43 | Marquis Advertising & Marketing | | |

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