

फा.सं. 19(8)/9/2019/Div.III/ NPPA/ (एनपीपीए)
Government of India/ भारत सरकार
Ministry of Chemicals & Fertilizers/ रसायन एवं उर्वरक मंत्रालय
Department of Pharmaceuticals/ औषध विभाग
National Pharmaceutical Pricing Authority
राष्ट्रीय औषध मूल्य निर्धारण प्राधिकरण

3rd & 5th Floor
तीसरी एवं पांचवी मंजिल
YMCA Cultural Centre Building
वाई.एम.सी.ए. सांस्कृतिक केन्द्र बिल्डिंग
1, Jai Singh Road, New Delhi -110001
1, जय सिंह रोड, नई दिल्ली 110001
Date: 01.03.2019

Sir/ Madam,

(All Print Media Creative Agencies empanelled on DAVP)

Subject: Inviting proposals for designing a 'Full Page News Paper Colour Advertisement' for NPPA.

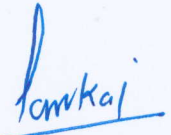
National Pharmaceutical Pricing Authority (NPPA) is planning to publish a full page News Paper Advertisement through DAVP both in Hindi and English (colour) urgently.

2. There is a list of Print Media Creating Agencies empanelled by DAVP on their website specifying the charges for various elements of costs involved in designing such advertisements.

3. All the Print Media Creative Agencies empanelled with DAVP are requested to send their proposals, specifying the elements of costs involved and total cost. They are also required to enclose one **sample design** of a FULL PAGE advertisement in newspapers based on the information available on our website.

4. Since the rates for designing of advertisement as mentioned above shall remaining the same at the rates specified by DAVP, the successful agency shall be chosen based on the sample design of advertisement sent along with the proposal as mentioned in Para 3 above.

5. The interested agencies may forward through e-mail the scanned copy of the proposal, duly signed, strictly as stated in Para 3 above, at rajeshkagrawal.icoas@nic.in latest by **3.00 pm on Tuesday, 5th March, 2019**.



(Pankaj Kumar)
Deputy Director