



Delhi Tourism

Delhi Tourism & Transportation Development Corporation Ltd.
18-A, DDA, SCO Complex, Defence Colony, New Delhi -110024.
TENDER / PR/928/DTTDC/2018

Delhi Tourism invites professional creative agencies for conceptualizing & designing of creative of Press Advertisement in the size of 16w x25h Sqcm(English and Hindi) for **Winter Carnival at Dilli Haat Janak Puri.**

You are requested to prepare minimum two options creatives of advts.(Hindi & English) and mail the same by **13/12/18 by 10:00 a.m. to kripal.singh63@gov.in** in **pdf file** OR submit the print outs on or before the aforesaid time schedule.

The highlights of the event will be as under:-

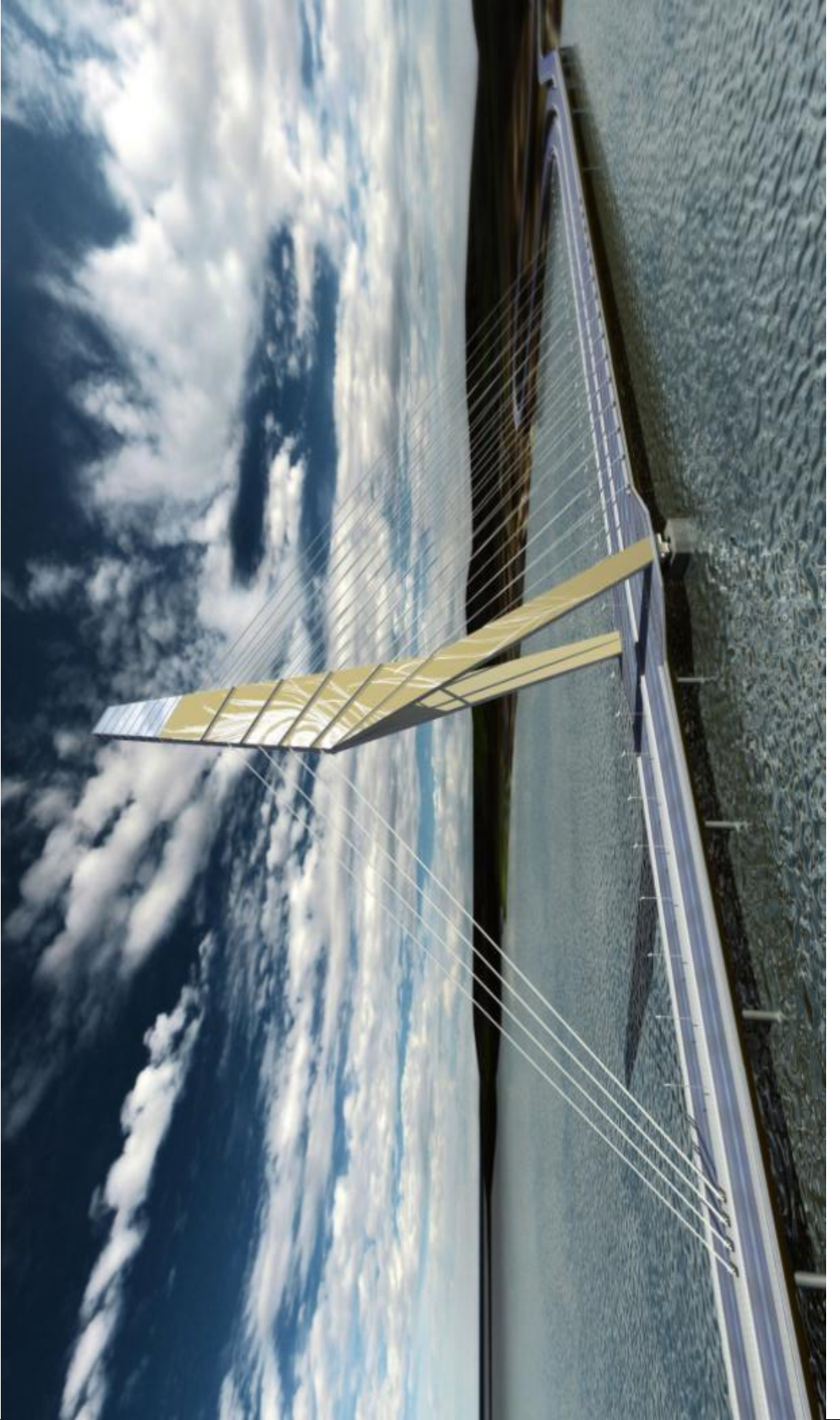
- Craft Stalls and other Stalls selling various items
- Authentic Variations of Food Stalls
- Shopping Street
- Christmas Carols, Cultural Programmes
- Jhoolas, Camel Ride etc. for kids
- Ambiance of Christmas Theme

For further information and stall booking please contact: 9911149509, 011-25612181

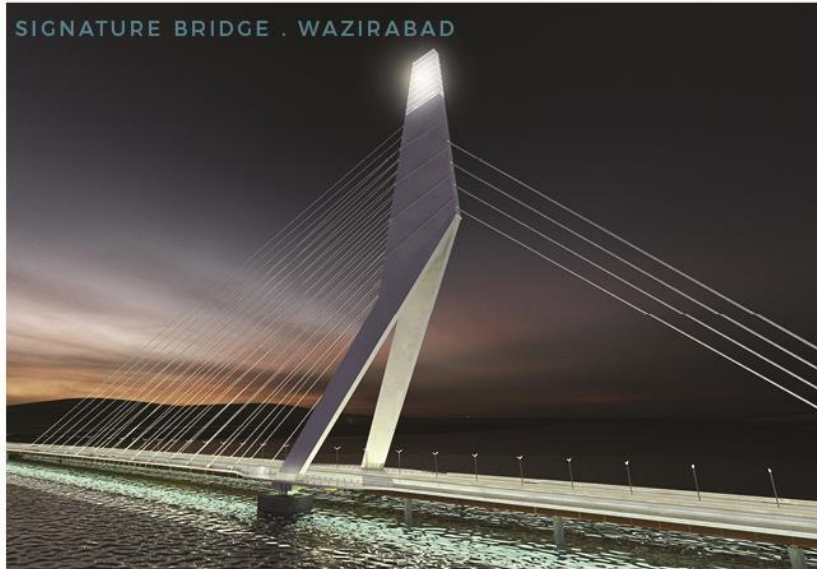
If your creatives approved, creatives' charges will be paid as per DAVP rates.

DTTDC reserves the right to reject or accept any one or all the bids / creatives.

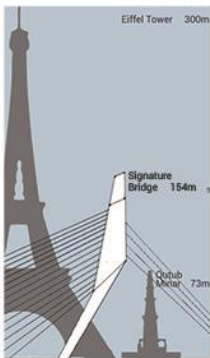
(Kripal Singh)
Dy. Mgr. -PR
10/12/18
9210777629







Asia's first 154m high bow shaped asymmetric steel pylon



15 Pairs- Front Cables.
4 Pairs- Back Stays.
22m high Glass Façade.
Bridge Length - 675m

The 'Signature Bridge' as the new landmark of Delhi connects the ring road near Wazirabad to the north east part of the city at Khajuri khas. The boomerang shaped 154 m,high pylon consists of 2 inclined legs, a main body and a pylon head.

The upper portion of the pylon anchors the back-stay cables as well as the main-span cables, arranged in a harp like manner. The tip of the pylon is created by a 22 m high steel-glass structure, which will be illuminated to create a landmark visible from afar at night.



INTEGRATING ART

The central pylon of the bridge has an impression of a peacock feather painted on it. The feather patterns add to the aesthetic quality of the bridge and is a symbolic representation of India.

"Its a signature of Indian Art and Modern Architecture in the capital city, the curvilinear character of Indian Art prevalent in Bharhut carvings and Ajanta murals reflected on the pylon walls as peacock feather compliments the bridge's sharp angular and dynamic shape. It bridges the gap between the long tradition of artistic creations on the banks of the Ganga-Yamuna and the modern face of India."

Deb Dulal Dutta, Artist

SIGNATURE BRIDGE - A TOURIST DESTINATION



FACT FILE

- Total length of bridge - 675 m
- Main span - 251 m over River Yamuna
- Side span - 96 m each (9 nos.)
- Deck surfaces - 25,000 m²
- Lanes - 2 x 4 carriageway over river Yamuna
- Width - 35.2 m
- Height of pylon - 154 m above ground
- Total length of infrastructure project - approx. 6 km

Rough Draft of Advertisement and publicity board (layout you can changes this is only for reference)



Pic of
Sh. Arvind Kejriwal
Hon'ble Chief Minister, Delhi

Proudly announces inauguration of SIGNATURE BRIDGE

Fact File

- ▶ Total length of bridge – 575m
- ▶ Main span – 251 m over River Yamuna
- ▶ Side span – 36 m each. (9 nos.)
- ▶ Deck surfaces – 25,000 m²
- ▶ Lanes – 2 x 4 carriageway over river Yamuna River
- ▶ Width – 35.3 m
- ▶ Height of pylon -154 m above ground
- ▶ Total length of infrastructure project
Apprpx. 6 km

Sraft of Invitation Card (Both Side)- You can change layout as per suitability of space etc.



Requests the pleasure of your company

at inaugural function of

SIGNATURE BRIDGE

on _____ October' 2018 at

at **Signature Bridge at Wazirabad**

Shri Arvind Kejriwal, Hon'ble Chief Minister, Delhi

has kindly consented to inaugurate the Signature Bridge

Shri _____ Hon'ble _____

shall preside over the ceremony

Shri _____ MLA and Sh _____ MLA

Shri _____

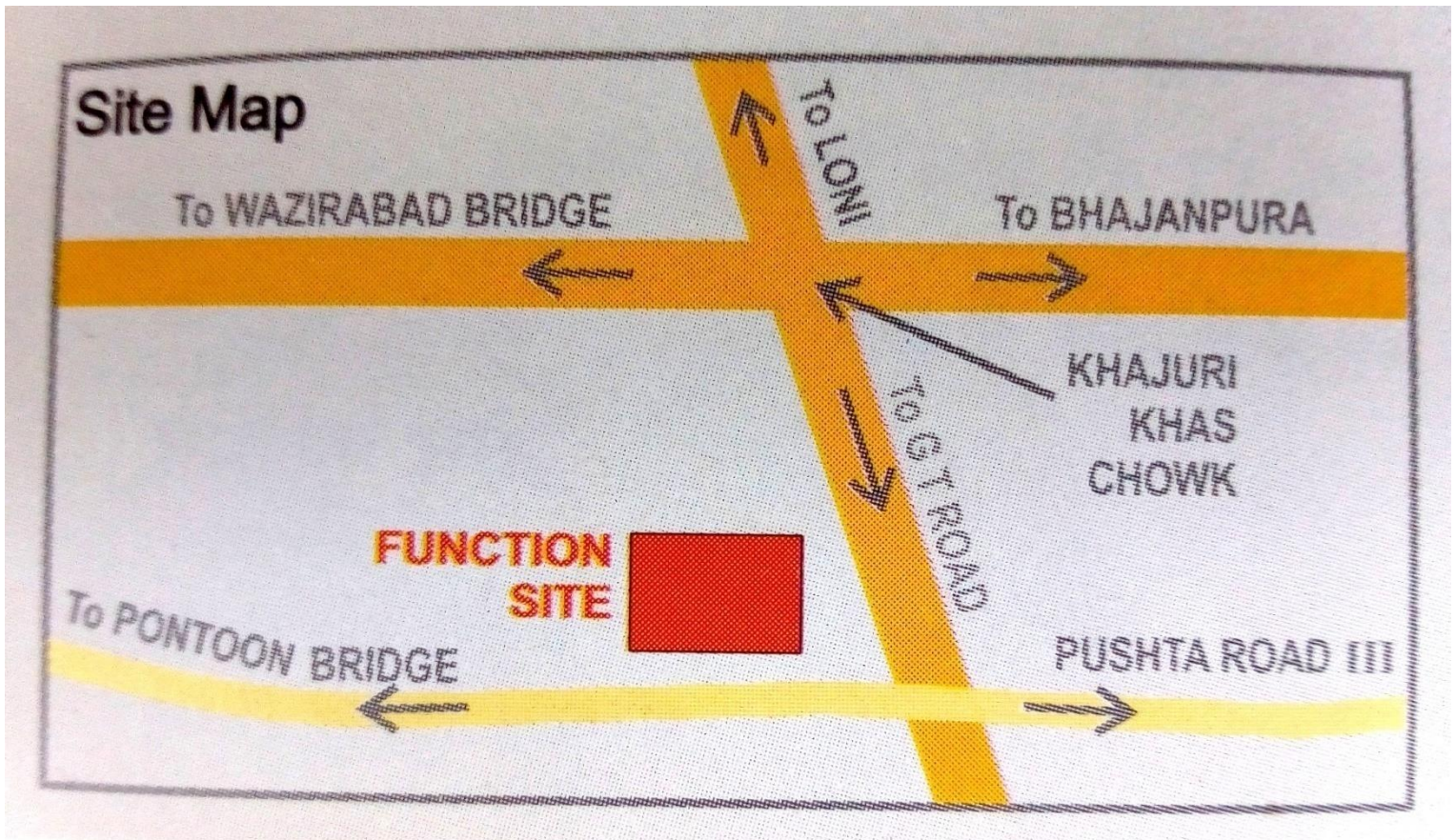
shall be the guest of honour

Fact File

- ▶ Total length of bridge – 575m
- ▶ Main span – 251 m over River Yamuna
- ▶ Side span – 36 m each. (9 nos.)
- ▶ Deck surfaces – 25,000 m²
- ▶ Lanes – 2 x 4 carriageway over river Yamuna River
- ▶ Width – 35.3 m
- ▶ Height of pylon -154 m above ground
- ▶ Total length of infrastructure project
Apprx. 6 km

Chief Project Manager
(Signature Bridge Project)
RSVP: 011-23819595

map over leaf



Fact File

- ▶ Total length of bridge – 575m
- ▶ Main span – 251 m over River Yamuna
- ▶ Side span – 36 m each. (9 nos.)
- ▶ Deck surfaces – 25,000 m²
- ▶ Lanes – 2 x 4 carriageway over river Yamuna River
- ▶ Width – 35.3 m
- ▶ Height of pylon -154 m above ground
- ▶ Total length of infrastructure project
Apprpx. 6 km

Specifications of invitation Cards & envelope

Estimate for 1000/1500/2000 (invite + envelope)

Invite size 5" x 7"

Paper 300 gsm (imported)

Envelope size 5.25" x 7.25" (keep to fit invite properly – 100 gsm cinarms)

Colour – 4+ (both sides) – Invite +envelope

Printing: offset (matt finishing)

Note: combined of invites & envelope should be submitted without GST.
