



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

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GENERAL INFORMATION FOR LED DISPLAY

Display Time: 8 AM to 11 PM

Cycle Time: 2 minutes

Slot Duration: 10 seconds

Rental rates for display of advertisement on each of the 2 (two) LED Boards near Najrul Tirtha & near City Centre- II, at 7th Rotary

Rate	<u>Category – I</u> Govt. Dept./ PSUs/ Local Authorities/ Statutory Bodies	<u>Category – II</u> Pvt. Commercial Organisations	First 5 (Five) applicants of Category - II
Rate for one month (in Rupees)	20000.00	30000.00	25000.00
Rate for two month (in Rupees)	35000.00	50000.00	45000.00

Rental Rates for display of advertisement on LED Board at Nababpur Crossing

Rate	<u>Category – I</u> Govt. Dept./ PSUs/ Local Authorities/ Statutory Bodies	<u>Category – II</u> Pvt. Commercial Organisations	First 5 (Five) applicants of Category - II
Rate for one month (in Rupees)	40000.00	60000.00	50000.00
Rate for two month (in Rupees)	70000.00	100000.00	90000.00

All rates are inclusive of Service Tax