

Terms and conditions

1. WBHIDCO Ltd. will accept orders for display of advertisements in the LED Display Board measuring –13ft. X 10ft. and located at Narkelbagan More at New Town, Kolkata 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), organization(s) or service(s) 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 1 month and maximum of 2 months period.
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 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. This may result in the advertisement being displayed for less than the specific time duration requested at the time of booking, however, in such circumstances, payment will not be refunded.
7. Multiple bookings of the same advertisement material will not be accepted before expiry of the period of display of a particular advertisement.
8. 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.
9. **WBHIDCO Ltd. WILL NOT BE RESPONSIBLE FOR DISRUPTION OF DISPLAY DUE TO POWER OUTAGE OR NATURAL CALAMITY OR MECHANICAL FAILURE AND UNFORESEEN SITUATION.**
10. To confirm the booking the Client will sign and return one copy of this Agreement together with full payment to WBHIDCO Ltd. within 7 days from the date on which the WBHIDCO Ltd. sends the Agreement to the Client with the invoice of the fees. The booking will be treated as provisional until the Client returns the signed copy of this Agreement and pays the Hire Fee, and if the Agreement and Hire Fee by demand draft is not submitted by the specified date, WBHIDCO Ltd. will cancel the booking.
11. 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.
12. Allotment of slot and display of the advertisement material will be at the sole discretion of WBHIDCO and as per availability of free slots.