

Inviting Creatives for Press Ads for Dandiya Nights at Dilli Haat Janakpuri

Dear Sir,

With the onset of festive season and Navratri coming around the corner, Delhi Tourism proposes to organise "Dandiya Nights" at Dilli Haat Janakpuri on 11th, 13th, 14th and 16th October 2018.

The key highlights of the event are as follows:

- Dandiya dance
- Food stalls
- Shopping Street
- Swings & Camel Rides for kids.

To facilitate footfall for this festive event, Delhi Tourism proposes to run press advertisements that incorporate the mood and joy of the festival.

The design for Dandiya Nights must incorporate and adhere the following:

- 1) Dimension of creative - **20 cm H x 12 cm W**
- 2) Usage of vibrant colour palette and motifs relevant to the festival
- 3) Key Highlights of the event

An image of Mr. Manish Sisodia, Hon'ble DY. Chief Minister, Govt. of Delhi along with logos of Delhi Tourism & Govt. of Delhi should be used on each creative.

Please note that a **minimum of two creatives** need to be submitted for the same in English & Hindi

The selected agency will be paid on the basis of DAVP approved rates.

You are requested to submit your designs latest by 11:00 a.m. on 8th October 2018, in soft copy sent to creatives.dttcd@gmail.com. In case of any query, Ms. Chitra, PR Executive, may be contacted on 96438-58329

We value your participation!

Regards

Sudhir Sobti

Chief Manager (PR & Publicity)

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