

**DEPARTMENT OF PUBLIC RELATIONS
PANJAB UNIVERSITY, CHANDIGARH**

No. D-PR/23/57
Date. 27.1.2023

From

Director, Public Relations
Panjab University,
Chandigarh

To

- The Chairpersons/Head of Teaching/Non-Teaching Departments & Heads of Branches in the Administrative Office, Panjab University, Chandigarh
- Concerned Agencies.

Subject: Release of University Advertisements for two years
w.e.f. 1st February, 2023 to 31st January, 2025.

Dear Sir/Madam,

This is to inform you that the below mentioned agencies have been approved for release of all advertisements of the Panjab University for a period of two years w.e.f. 1st February, 2023 to 31st January, 2025, on the terms and conditions mentioned in the letter. The allocation of work during the period will be as under:-

Blocks	Agencies Address	Contact No.	Email ID
All advertisements relating to offices of Vice Chancellor, Dean of University Instructions and Dean (Research), Administrative Block(Main office)	ACE Advertising & Marketing 3383(FF), Sector-15-D, Chandigarh	Deepak Gupta 9876236831 Pankaj Kumar 9779076486	aceadvnt@gmail.com. director.ace15@gmail.com
	Adlib Advertising & Marketing Consultants 3611, Ground Floor, Sector-35-D, Chandigarh	0172-5075171, 4668271 Sandeep Sharda 9814098502	adlib_advntg@yahoo.com adlibadvntg@gmail.com
	Alaknanda Advertising Pvt. Ltd Spacejam SCO-50-51, 3 rd Floor, Sector-34-A, Chandigarh	9810002053 9810134115 Headoffice 9810002156 9940436666	contact@alaknandaindia.in northbranch@alaknandaindia.in aales@alaknandaindia.in

All advertisements relating to offices of Vice Chancellor, Dean of University Instructions and Dean (Research), Administrative Block(Main office)	Amsons Communications Pvt. Ltd SCO -7, Top Floor, Sector-30-D, Chandigarh	9815216911 8872080013 8872080015	amsonsadv@gmail.com
	City Advertisers SCO-186-188, 3 rd Floor, Sector-17-C, Chandigarh	0172-4646058 0172-2706883 9872886611 9872886622 Ishwar Pal 9592023329	cityadds04@gmail.com
	Vermillion Communication Pvt. Ltd. SCO-9, Sector-26, Madhya Marg, Cabin No. 102, 1st Floor, Chandigarh	0172-2791100 0172-4611800 Arun Rattan 9810175213 0124-4642000 011-46582200	chandigarh@vermillion.net.in info@vermillion.net.in info@vermillion.net.in sudip@vermillion.net.in media@vermillion.net.in
All advertisements relating to Science Department	Decode Advertising Pvt. Ltd. SCO-181, L2, Sector-37-C, Chandigarh	0172-5081171 0172-5079201 9814214171 9316123111 Naveen Verma 9646500601	acc.decode@gmail.com decodehd@gmail.com decocodead@gmail.com naveenverma@decocodeads.com
	Double8 Event & Advertising Pvt. Ltd. 1269, Sector-8-C, Chandigarh	Abhay Singla 9899787433 011-23247276 9654294752	delhi@double8events.com
	Garuda Advertising Pvt. Ltd. House No. 140/4, Adarsh Nagar, Dera Bassi, SAS Nagar, Mohali, Punjab	0172-6767056 Tarun: 7838300009 011-46535308 011-45547824	New Delhi and Chandigarh findgaruda@gmail.com tarun@garudaadv.com
	Gemini Advertising SCO-35, 1st Floor, Sector-71, SAS Nagar, Mohali	0172-5095151 0172-4444404 9872740575 9814337755 9814472045	geminiadv@gmail.com
	Grid Advertising SCO No. 226-227, Level IV, Opp. Mela Ground, Sector-34-A, Chandigarh	0172-2660470 2707500 5012532 9814094219	vikas@gridadvertising.com accounts@gridadvertising.com

	Star Com Business Group 2452, Sector-40-C, Chandigarh	9855942244 9855842244 9815688445 9417121926 9888898890	starcomchandigarh@gmail.com
All advertisements relating to XEN Office and PU Health Centre and other Non-Teaching Departments	Interads Advertising Pvt. Ltd SCO 841-842, Sector-22-A, Chandigarh	0172-2707489 0172-2701003 Rajeev Sharma 9041935354 011-46103275 011-23272324	interads.chd@gmail.com interadsindia@gmail.com, interadsadvert@gmail.com interadsmedia@gmail.com
	Invicta Media Private Limited SCO 18, Top Floor, Sector-26 Madhya Marg, Chandigarh	9915820969 011-42434407-08-09 8800973030	invictamediadelhi@gmail.com
	Monga Advertising SCO 367-368, 2 ND Floor Sector-35-B, Chandigarh	0172-2668790, 2605670, 2662577, 4622234 9814016234 9781516234 9316136535	mongachd@gmail.com
	Mother Advertising 20, High Land Society, Baltana, Zirakpur	Mukesh Kumar 9467048028 011-42444170 9911016273	mother.dlhi@gmail.com mediamother7@gmail.com amkbhoria@gmail.com
	Pin Point Advertising Quiet Office No. 3, II Floor, Sector-35-A, Chandigarh	0172-4084349 9855768822 9417017081 9417017083	pinpointchandigarh@gmail.com sanjayrainasr@gmail.com
	Uday Communications 8, First Floor SCO-60-62, Sector-17-C, Chandigarh	0172-2708219 5019499 9814527587 9814116103 9988449634 9814612499	info@udaycom.com servicing@udaycom.com
	All advertisements relating to all teaching departments (except Science Departments)	Prayas Creations SCO-371-73, 3 rd Floor, Office No. 11, Sector-34A, Above Punjab & Sind Bank, Chandigarh	0172-2645203 Surjeet Verma 9888868609 0141-2363352 4007400 9829063352

All advertisements relating to all teaching departments (except Science Departments)	Saini Advertising SCO-35, 2 nd Floor, Sector-71, SAS Nagar, Mohali	0172-4624067 Gurnam Singh 9814180670	sainiads@yahoo.com
	Shanti Media Zone Private Limited SCO 26, Level -2, Madhya Marg Sector 26, Chandigarh	0172-4000282 7837308172 9815688445 9888979300 9888898890 9914800232	smzpl26@gmail.com mmchd72@yahoo.com
	Speedways Advertising SCO-84, Sector-46- C, Chandigarh	0172-2632841 2632102 2632394 4088446 9417222993 9646875133	speedways46@gmail.com speedwaysadvt@yahoo.com
	Viewpoint Advertising Agency 57, Sector-18-A, Chandigarh	0172-2544020 2544926 Surinder Tandon 9814030905 9814030450 9818484694	viewpointagency@gmail.com

Any department not covered in the above allocation for the release of advertisement may be decided by the Registrar.

Instructions for the Department:

- The concerned department/branch to send the file to Director, Public Relations (DPR) for selection of newspapers in which advertisement is to be released, so that, it could get maximum mileage for PU.
- Thereafter, concerned department/branch may invite rates etc. for different font sizes i.e. Font 7, 8 and 9 as per the requirement, from the approved advertising agencies, as per allocation.
- After receiving the quotations, comparative statement be made, so that, the work is allocated to LI (Lowest Quotation). Thereafter, advertisement file be forwarded to Vice Chancellor office through DPR.
- The concerned department/branch, thereafter, to place order for release of advertisement as per the approval of the competent authority.
- The concerned department/branch to reimburse the bill within 30 days from the receipt of the bill.

- In case, any advertisement agency decline the order at the final stage or do not reply to the emails seeking quotations or mislead in any way or anything which is unacceptable on the part of agency, the department/branch/centre may forward the file to the DPR office for further action.

NOTE: In case, Departments/Centres/Branches/Institutes don't receive a minimum of three quotations from their respective/allocated block, they can seek the desired quotations from any other advertising agency from any block mentioned above.

Terms & Conditions for Advertising Agencies

- On the basis of the request received from the concerned department of PU, the agency with lowest rate will be considered for release of advertisement.
- The agency will be required to submit multiple options of creatives for the advertisement.
- Efforts to be made for visible placement of the advertisement.
- Approval of the concerned officer shall be obtained by the Agency before releasing the advertisement to the newspapers. For any unauthorised change in the approved advertisement, the agency shall be responsible for all the consequences.
- The release of advertisement on the prescribed date may be adhered to, failing which, no payment shall be made.
- The Agency to submit the bill in triplicate with two sets of voucher copies for the release of payment. The service tax on the concerned bill shall be paid by the University. However, it shall be the liability of the advertising agency to deposit the service tax so charged in the Govt. account as per rules and well within time as prescribed by the Govt. from time to time.
- The agency will be responsible for prompt payment to the newspapers concerned and no legal liability whatsoever shall accrue to the University for any default/lapse on the part of agency.
- In the event of failure or delay in executing any given assignment to the satisfaction of Panjab University, PU reserves the right to cancel the contract without giving any notice.
- The agency should be able to execute work at short notices and even on holidays subject to nature and exigencies of work.

- The agency binds itself to make good all the losses, damages and costs of all kinds whatsoever caused to the University in the event of breach of any clause of the covenant made by the agency with the University as set out above.
- If any information as supplied found incorrect, the University reserves the right to cancel the contract.

Navita
(Director, Public Relations)
Director
Public Relations
Panjab University
Chandigarh