



# Aurangabad Smart City Development Corporation Limited, Aurangabad.



No. ASCDCL/2020/509

Date: 19 /12/2020

## Work Order

To,  
**M/s Media House**  
Sindhi Colony,  
Jalna Road, Aurangabad.  
91-9822844717

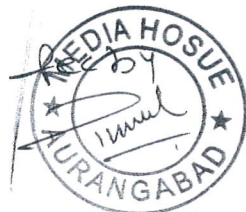
**Subject:** Hiring of Advertisement Agency for ASCDCL Newspaper Advertisement for the period of 3 years with 10 % discount on DGIPR/offered rates.

**Reference:** 1. Your proposal submitted to your office dated 17/12/2020  
2. Approval of Chief Executive officer to proposal 18/12/2020

With reference to the above subject we are pleased to appoint you as an Advertising Agency For ASCDCL newspaper advertisement. The detailed scope of work, Obligation, Terms and Conditions and Penalty clauses are as follows:

### Scope of Work:

1. To publish Display/Classified Display /Tender Notice/ etc. in English/Hindi and regional Languages of all nature in the local newspapers, national newspapers or at international level.
2. To follow the requirements of the buyer in respect of the newspapers chosen as well as Publication.
3. To do all related work such as spelling correction, grammar checking, composing Economically, flawless layout, artwork etc. for the advertisement release and to adhere to the Timeline of release.
4. To make advertisement roaster in serial format that sequence of advertisement publication Should be followed.



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### **Service Provider Agency's Obligation**

- 1.The will provide the sample of the advertisement to the buyer for approval before the publication. Also get the approval from the buyer for the same before 48 hours from the time of publication.
- 2.The agency must ensure that the matter of advertisement approved is exactly reproduced in the advertisement appearing in the newspaper(s).
- 3.The service provider should have media and design facilities and translation facility needed to prepare layouts for print media.
- 4.It is one of the main responsibilities of the service provider to ensure that all advertisements of the buyer would be placed prominently.

### **Terms and Conditions:**

- 1.If the advertisement is not published as per the order or not as per the matter approved or any other lapse, Service Provider or agency will be required to issue corrigendum/re-advertise, at service provider's cost and the buyer may also impose a penalty for the lapses in service.
- 2.The agency will be required to follow professional ethics and regularity rules/laws, if any, applicable while dealing with Aurangabad Smart City Development Corporation Limited and ensure confidentially in that matter became detrimental.

#### Payment terms

- 1.The payment shall be effected by credit into the bank account of the service provider after receiving the invoices.
- 2.The payment shall be made subject to any reduction such as penalty, if any, statutory deductions, etc.

### **Penalties and Termination Clauses**

Sr No	Description	Penalty
1	Failure in Publishing the routine advertisement on scheduled date.	Rs. 2,000/- per day will be imposed.
2	Failure in Publishing day specific advertisement on a particular day such as National Holidays.	Cancellation of the order along with 5000/- penalty.



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3	i) Error in routine publication.	0.25% and the service provider shall also arrange for publication of corrigendum at their own cost.
4	ii) Error in Publishing day specific advertisement on a particular day such as National Holidays.	Cancellation of the order.

**Compliance with the Laws and Regulations:**

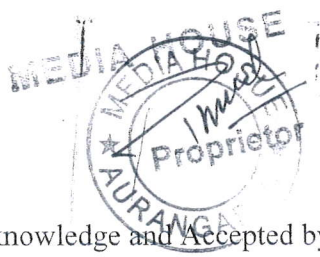
The will required to follow professional ethics and regularity rules/laws if any, while dealing with the ASCDCL and ensure confidentiality in matter that may become determinant/ cause loss or damage to the interest/image of ASCDCL in any manner.

**Additional Clauses**

ASCDCL reserves the right for termination of the contract at any time by giving one month written notice, if service are found satisfactory and also has the right to award the contract to any other agency.

**Note:**

All the terms and conditions shall be as per ASCDCL policy.



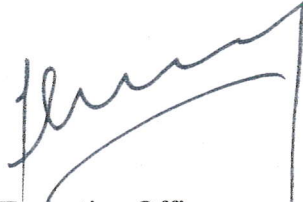
Acknowledge and Accepted by:

Name of the Authorized Person:

Designation:

Seal of the company

Date: 18/12/2020

  
**Chief Executive Officer**  
Aurangabad Smart City Development  
Corporation Limited (ASCDCL)

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**AURANGABAD SMART CITY DEVELOPMENT CORPORATION LIMITED**

**MEDIA HOUSE**

**LEDGER ACCOUNT**

Period 12-01-2021 To 22-03-2021

<b>Date</b>	<b>Particulars</b>	<b>Payment</b>	<b>Amount</b>
12-01-2021	ICICIBANKAC/NO004401041123	PAID	995630
28-01-2021	ICICIBANKAC/NO004401041123	PAID	80565
09-02-2021	ICICIBANKAC/NO004401041123	PAID	1825032
18-02-2021	ICICIBANKAC/NO004401041123	PAID	32024
22-02-2021	ICICIBANKAC/NO004401041123	PAID	131970
12-03-2021	ICICIBANKAC/NO004401041123	PAID	439157
22-03-2021	ICICIBANKAC/NO004401041123	PAID	45560
		<b>TOTAL</b>	<b>3549938</b>

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**Aurangabad Smart City Development Corp Ltd.**

**Media House**  
Ledger Account

1-Apr-21 to 31-Mar-22

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Date	Particulars	Vch Type	Vch No.	Debit	Credit	
2-Apr-21	Dr Advertisement Expenses	Journal	2		1,73,583.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	5	1,73,583.00		
19-Apr-21	Dr Advertisement Expenses	Journal	21		7,197.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	13	7,197.00		
4-May-21	Cr ICICI Bank Ltd. 004401041123	Payment	28	63,580.00		
	Dr Advertisement Expenses	Journal	33		63,580.00	
17-Jun-21	Dr Advertisement Expenses	Journal	82		52,690.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	67	52,690.00		
30-Jun-21	Dr Advertisement Expenses	Journal	94		46,076.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	71	46,076.00		
30-Jul-21	Dr Advertisement Expenses	Journal	124		61,588.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	92	61,588.00		
3-Sep-21	Dr Advertisement Expenses	Journal	149		92,674.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	109	92,674.00		
1-Nov-21	Dr Advertisement Expenses	Journal	226		3,06,993.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	165	3,06,993.00		
10-Dec-21	Dr Advertisement Expenses	Journal	272		6,804.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	182	6,804.00		
18-Dec-21	Dr Advertisement Expenses	Journal	284		4,32,975.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	184	4,32,975.00		
29-Dec-21	Dr Advertisement Expenses	Journal	296		22,71,057.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	193	22,71,057.00		
6-Jan-22	Dr Advertisement Expenses	Journal	323		3,75,600.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	226	3,75,600.00		
3-Feb-22	Dr Advertisement Expenses	Journal	341		6,471.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	237	6,471.00		
11-Mar-22	Dr Advertisement Expenses	Journal	409		7,74,381.00	
	Cr ICICI Bank Ltd. 004401041123	Payment	279	7,74,381.00		
				<b>46,71,669.00</b>	<b>46,71,669.00</b>	

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**Aurangabad Smart City Development Corp Ltd.**

**Media House**  
Ledger Account

1-Apr-22 to 25-Nov-22

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Date	Particulars	Vch Type	Vch No.	Debit	Credit
4-Apr-22	Cr ICICI Bank Ltd. 004401041123	Payment	1	43,78,379.00	
	Dr Advertisement Expenses	Journal	6		43,78,379.00
30-May-22	Cr ICICI Bank Ltd. 004401041123	Payment	49	41,147.00	
	Dr Advertisement Expenses	Journal	131		41,147.00
1-Jul-22	Cr ICICI Bank Ltd. 004401041123	Payment	110	9,65,906.00	
	Dr Advertisement Expenses	Journal	216		9,65,906.00
22-Jul-22	Cr ICICI Bank Ltd. 004401041123	Payment	132	7,99,281.00	
	Dr Advertisement Expenses	Journal	265		7,99,281.00
21-Sep-22	Dr Advertisement Expenses	Journal	354		73,252.00
	Cr ICICI Bank Ltd. 004401041123	Payment	160	73,252.00	
				<b>62,57,965.00</b>	<b>62,57,965.00</b>

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