

Greetings from Delhi Tourism!

Delhi Tourism shall be organising '**Dilli ke Pakwaan**' food festival **at Dilli Haat Janakpuri** from **22-24 February, 2019**.

In order to publicise the event, DTTDC is in the process of finalising media plan, you are requested to revert as per the brief below:

Date: 22-24 February 2019

Time: 11:00 a.m. onwards.

DTTDC invites Professional Creative/ Designing Agencies for preparation of Press Advertisements in English and Hindi (with options), for the above-mentioned activity as per the following:

Highlights:

- Variety of food stalls
- Shopping Street
- Cultural Performances
- Swings, Camel Rides etc. for Kids
- Thematic Ambiance.

Important Elements:

- **Photograph of Shri Manish Sisodia, Hon'ble Dy. Chief Minister & Minister of Tourism, Govt. of Delhi**
- **Logo of Govt. of Delhi & DTTDC**
- Adherence to the culinary theme
- A well-articulated caption. Copy needs to be short, catchy and accurate.
- An attractive colour scheme and picture combination
- **All creatives to be shared in PDF format, as per actual size only.**
- Social media handles of DTTDC (Facebook, Instagram, Twitter)

Size of press ad: 12 cm(W) X 20 cm (H)

Deadline: 12 February, 2019, E.O.D.

Please note, all mails must be marked to creatives.dttdc@gmail.com.

For any further queries, Ms. Chitra can be contacted on 9643858329 or

chitra.delhitourism@gmail.com

Creatives with more than 10 spelling/grammatical/factual errors will be eliminated.

Regards

Sudhir Sobti

Chief Manager (PR)