



Delhi Tourism

**Delhi Tourism & Transportation Development Corporation Ltd.**  
**18-A, DDA, SCO Complex, Defence Colony, New Delhi -110024**

Delhi Tourism invites professional creative agencies for conceptualizing & designing of combined press advertisement /creative for **Diwali Crafts Mela** which is being held at **Dilli Haat, Janakpuri**, and New Delhi from **01<sup>st</sup> November to 04<sup>th</sup> November'2018** and "**DEEP UTSAV**" from **2 – 7 Nov.'2018** at **Dilli Haat, INA**.

1. The main highlights of Diwali Crafts Mela are as under:-

- ✓ Craft Stalls and other stalls selling Diya, Candles and other Diwali related products etc.
- ✓ Authentic variations of Food Stalls.
- ✓ Shopping Street.
- ✓ Fashion Mobs and Cultural Performances.
- ✓ Jhoolas, Camel Rides etc. for Kids.
- ✓ Ambiance on Diwali Theme
- ✓

2. The main highlights of "DEEP UTSAV" are as under:-

- Diwali items such as earthen lamps, candles, floating candles Kundan Decorative items etc.
- Floral & ferry lights decorations items.
- Regional ethnic food.
- Daily Cultural Programmes .
- An exclusive craft exhibition

(Note: - on 7th October'2018, Dilli Haat,INA shall remain open till 5:00 PM)

You are requested to prepare press advertisement in the size of 25 h x 16w (English & Hindi) and submit your creatives upto **25/10/18 by 12:00 noon**. If your creative is approved, creative charges will be paid as per DAVP rates.

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