

MAHARASHTRA STATE ELECTRICITY TRANSMISSION CO. LTD.
(CIN NO. U40109MH2005SGC153646)

From:

Superintending Engineer

EHV Projects Circle, Adm. Building, 11th floor, Block No.405, Rasta Peth, PUNE -11

Contact No: Tel : 26061502 (P), 26135713 (O) Fax No. 020 26132248

eMail id: se6600@mahatransco.in

No: SE/EHV/PC/T/Tender Adv./687

Date:- 02 APRIL 2019

To

The Editor/Adv. Manager,

M/S Astral Advertising & marketing India Pvt Ltd.

2nd Fl., Chandravati Chambers,

Opp Chitale Sadan, 695/B Sadashiv Peth, Kumthekar Road,

Pune -411030

Sub: - Insertion of advertisement in your Daily newspaper.

Ref :-1. Tender No. SE/EHVPC/PN/T/TL-28/2018-19.

Dear Sir,

Kindly insert the attached advertisement in your immediate next issue not later than the date on or before **04.04.19** in the language of following newspaper given by PRO (HR), MSETCL, Mumbai.

1. Sakal, Pune
2. Lokmat, Pune
3. Agrovan, Pune
4. Pawana Samachar, Pune

The following points should be strictly followed while publishing the advertisement.

1. The advertisement should not occupy more than one/two columns space.
2. Office address of the authority who has issued the advertisement should not be given at the top, since the same is incorporated in the text matter. It should not appear at more than one place.
3. At the end of advertisement, only the designation of the officer is to be printed and not his name or address and it should be in same print of advertisement matter, put in bold type.
4. Spacing (leading) between two lines of the next matter of the advertisement should be kept minimum.
5. The text matter of the advertisement should preferably be in ten points or twelve points and in no case should exceeded.
6. A copy of your daily must be sent to this office free of cost as soon as the advertisement is published.

While forwarding your bills in triplicate (along with two copies of advertisement letter) to this office it may please be noted that the same should accompany a certificate to the effect that the rates charges for this advertisement are the same as that being charged to state Govt's advertisement.

Please note that if the advertisement is not published the instruction over leaf penalties in token shall be imposed and your bill shall be restricted to amount after deduction of penalties

MISTAKES IN PRINTING

- i) In case the advertisement is not published in the language of your newspaper should be made for additional space
- ii) If the block of emblem is not printed at the left hand top corner or it is of bigger size then specified. authority on the basis of specimen advt. already sent.
- iii) In the vacant space in the Right side of the emblem at Top is not properly utilized.
- iv) If the office address is at the top bottom even if it mentioned in the text.
- v) If spacing is more.
- vi) If bigger type is used for office Address at the top/bottom.
- vii) If the words Maharashtra State Electricity Transmission co.Ltd. are printed Consuming additional space.
- viii) If tender notice number/ Telegraphic address/Telephone Number/Name of the officer Etc. are printed.
- ix) If the text in English is Composed and printed in bigger Size than of 10 points.
- x) If the text in Marathi is composed and printed in bigger size than that of 12 points.
- xi) If the block of emblem is not printed at all along with the advertisement.
- xii) For other minor mistakes not released with additional space.

All other terms & conditions given in ltr. no.MSETCL/ED(HR)/PRO/Advt.Agency/FY-15-16/6264 dt.02.06.2018 are binding on you.

Encl: As above.

Copy s.w.rs.to:-

-The Chief Engineer, EHV Proj. cum O&M Zone, Pune.

Copy to:-

-The Manager (F&A), EHV Proj. Circle, Pune.

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TOKEN PENALTY

Rs. 15/-
Deduction of amount

occupied as per approved rates. This could be worked out by the bill passing

Rs. 10/-

Rs. 5/-

(Charuta N. Bendre)
Superintending Engineer,
EHVPC, Pune

[Handwritten signatures and dates]
02/04 24/19 3.4.19