

पत्र सं: भा.वि.प्रा./ जेबीपी/ वाणिज्य/ विज्ञापन अधिकार रियायत/ 2026/ 1659/1-9)

दिनांक: 09.01.2026

प्रति,
मेसर्स खुशी एडवर्टाइजिंग आइडियाज प्राइवेट लिमिटेड
8, दीपावली सेंटर, पुराने हाई कोर्ट के सामने,
आयकर अंडरब्रिज, आश्रम रोड
अहमदाबाद- 380014

ईमेल आईडी: parimal.modi@khushiadvertising.com , brijesh.vyas@khushiadvertising.com

विषय: जबलपुर एयरपोर्ट, जबलपुर में विज्ञापन के अवसरों को डिज़ाइन, विकसित करने, संचालित करने और मार्केटिंग करने के लिए विज्ञापन अधिकार रियायत का लाइसेंस देना।

महोदय/

उपरोक्त विषयान्तर्गत संदर्भ सं. सीएल-15025/2/2025-एपीडी-डब्ल्यूआर-जबलपुर/ दिनांक: 09.01.2026 का संदर्भ गृहण कर आवश्यक कार्यवाही किए जाने हेतु अनुरोध है ॥ (प्रति संलग्न)

भवदीय,
09.01.26
प्रभारी (वाणिज्य)
कृते निदेशक विमानपत्तन
भा.वि.प्रा., जबलपुर विमानतल
(प्रभारी वाणिज्य)/
In-Charge Commercial
भा.वि.प्रा., जबलपुर हवाईअड्डा/
AAI, Jabalpur Airport
जबलपुर (म.प्र.)/Jabalpur (M.P.)

Ref. No. CL-15025/2/2025-APD-WR-JABALPUR/

Date: 09.01.2026

Through Regd. Post / Email

To,
M/s Khushi Advertising Ideas Private Limited
8 Deepawali centre, Opposite Old High Court,
Income tax Underbridge, Ashram Road
Ahmedabad- 380014.

Subject: Award of License of Advertising Rights Concession to Design, Develop, Operate, and Market, the Advertising opportunity at Jabalpur airport, Jabalpur.

Sir,

1. Please refer to your participation in e-tender for the subject facility (tender ID: 2025_AAI_235576_1) for which technical bids were opened on 23/06/2025 and financial bid was opened on 12/11/2025 and Forward Auction conducted on 17/11/2025. The competent authority is pleased to award the subject concession on the following terms and conditions:

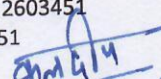
Sr. No.	Particulars	Details
i.	Facility	Advertising Rights Concession to Design, Develop, Operate, and Market, the Advertising opportunity at Jabalpur airport, Jabalpur.
ii.	Location	Jabalpur Airport.
iii.	Area	1325 Square feet (Cityside + Inside Terminal Building)
iv.	Periodicity of License	Seven (07) years
v.	Business Incubation period	60 days from the date of issuance of this Award letter.
vi.	Gestation period	Not applicable
vii.	MMG : Rs. 9,45,000/- Quoted Rate per Pax : Rs. 24.50/-	
	Year	Payable monthly License Fee
	1st Year	50% of quoted rate per passenger X number of total passengers (Arriving + Departing) of the corresponding month OR 50% of MMG, whichever is higher
	2nd year	Rate per passenger with 5% increase in Quoted Rate per passenger X Number of total passengers (Arriving + Departing) of the corresponding month OR MMG with 5% increase on 1st year MMG, whichever is higher
	3rd Year onwards	Both "Rate per passenger" and "MMG" of the previous year to be annually escalated @5% each and higher amount of the either shall be paid by the licensee.
	Advance interim license fee for the month Rs. 4,72,500/- to be paid in advance per month subject to payment of additional arrears in	

Signature
09.01.26

AIRPORTS AUTHORITY OF INDIA

JABALPUR AIRPORT, JABALPUR

		immediate next month if any, arisen as a result of excess amount calculated based on passenger footfall of the concerned previous month as per provisions of Article 7 of the NIT agreement.									
	Tax GST@ 18%	Rs. 85,050/-									
	Advance gross interim License Fee	Rs. 5,57,550/- (In words Five Lakh Fifty-Seven Thousand Five hundred and Fifty only)									
viii.	Annual escalation	Annual escalation in license fee shall apply as per clause 10.2.3 of NIT.									
ix.	Charges towards consumption of electricity and water	To be paid by the Licensee as per clause 14.3 of NIT.									
x.	Interest free Security Deposit (SD) payable to AAI	Concession term Article - 7	Security deposit description Refer page 112 - 113								
xi.	One-month advance Gross interim License fee of Rs. 5,57,550/- is payable in the form of RTGS/NEFT in favour of Airport Authority of India immediately on start of the license.										
xii.	Following are the details of Bank for RTGS/NEFT to Jabalpur Airport: - • Bank: STATE BANK OF INDIA • Branch: VILE PARLE BRANCH • IFSC Code: SBIN0001174 • Beneficiary Name: AIRPORTS AUTHORITY OF INDIA • A/C No.: 33964986659 PAN and GST of Jabalpur Airport: • PAN No – AAACA6412D • GST No. – 23AAACA6412D1ZG										
xiii.	Contract for Agreement has to be executed on non-judicial Stamp Paper of Rs. 1000/- (Rs. One Thousand only) within the business incubation period. The cost of Stamp Paper(s) and related costs to be borne by the licensee.										
xiv.	Details of persons employed by agency or going to be employed, who are near relatives of AAI employees, or are ex-employees of AAI who have separated from AAI in the past two years to be furnished by you (on letter head in the below format), along with the acceptance of this award letter: <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Name of the person proposed to be employed</th><th style="width: 20%;">Designation</th><th style="width: 20%;">Your relationship with the said person</th><th style="width: 30%;">Place of Posting</th></tr> </thead> <tbody> <tr> <td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>			Name of the person proposed to be employed	Designation	Your relationship with the said person	Place of Posting				
Name of the person proposed to be employed	Designation	Your relationship with the said person	Place of Posting								
xv.	Authority shall raise all bills (including MMG / MAG and any other bills) for the current month on 1 st day of month in advance except true-up and reimbursement of expenditure bills like electricity, water etc. The invoices for reimbursement of expenditure like electricity, water charges etc. for the completed month shall be raised on 5 th of succeeding month. Wherever the billing is dependent on passenger data/ any other data and provisional billing is already done every month on 1 st in advance, the invoices for true-up data shall be raised by 10 th of succeeding month on the basis of pax data or actual data submitted by the concessionaire/ agency. A credit period of 15 days (date of invoice plus 15 days) shall be provided, which is subject to reduction as and when decided by Authority.										


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	Authority shall levy penal interest @ 12% per annum from the due date (i.e. date of invoice plus 15 days) till the actual date of payment received in Authority's account in the cases concessionaire/ agencies settled the invoice after due date but within 90 days (date of invoice plus 90 days) and @ 18% per annum from the due date till the actual date of payment received in Authority's account in the case of concessionaire/ agencies settled the invoices after 90 days. In case of part payment made by any agency, same rate of interest on the balance amount of invoice as applicable shall be charged. The licensee to make all payments through Biller Direct module of AAI or Virtual Account Number (VAN).
xvi.	Joint measurement of the area offered under license, to be conducted by AAI and Licensee/the authorized representative(s) of the licensee at the time of handing over / taking over of possession of site. This Joint measurement along-with report on handing over / taking over of site shall form part of the contract agreement to be executed.
xvii.	The licensee to obtain all necessary security approvals/clearances from BCAS/any other regulatory agency as required. Security Clearance - The selected Bidder/Licensee/Concessionaire shall apply to Bureau of Civil Aviation Security (BCAS) for Security Clearance, within a period of 10 days (30 days in case the Bidder is to form SPV as per RFP conditions) from the issuance of LOA and submit copies thereof to the Authority. Security Programme - The selected Bidder/Licensee/Concessionaire shall apply to Bureau of Civil Aviation Security (BCAS) for approval of the Security Programme, within a period of 10 days from the issuance of LOA and submit copies thereof to the Authority, in case the Selected Bidder/Licensee/ Concessionaire is having prior Security Clearance from BCAS. In case the Selected Bidder/Licensee/ Concessionaire is not having prior Security Clearance from BCAS on the date of issuance of LOA, then the Selected Bidder/ Licensee/Concessionaire has to apply to BCAS for approval of security program within a period of 05 days from the date of receipt of Security Clearance from BCAS and submit copies thereof to the Authority.

2. A copy of this Award Letter duly signed by Licensee, accepting all Terms and Conditions of NIT and of this Award Letter, must be forwarded to this office **within seven (07)** days of receipt of this LoA. The acceptance to this award letter to accompany declaration as per **para xiv** above.
3. Further, the formalities listed at **para x, xi & xiii** must be completed within the time lines specified therein.
4. Non-acceptance of award or on account of non-completion of post-award formalities within the prescribed time, you shall be liable to be debarred by AAI for further participation in the tenders at its airports or at any other place under the control of AAI, for a period of one (01) year.
5. The licensee shall employ only Indian nationals and get their antecedents and loyalty verified before employing them on the job. The licensee shall ensure that no person of doubtful antecedent and nationality is in anyway associated with the job.
6. In case of Civil/Electrical works, NOC has to be obtained from AAI beforehand.
7. All other terms and conditions shall be as per NIT/Tender document. This award letter and NIT/Tender document along with their enclosures shall form a part of the license agreement.

कुलदीप
09.01.26

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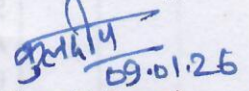
JABALPUR AIRPORT, JABALPUR

8. You are directed to immediate contact with undersigned Shri Kuldeep Raikwar DGM (CNS/Commercial), Office of the Airport Director, Airports Authority of India, Jabalpur Airport 482005 for taking over the site. Undersigned shall be the authorised representative of the Airport Director and Officer-in-Charge of the license. All future correspondences with respect to the license shall be addressed to the Officer-in-Charge of the license.
9. Further you are directed to take immediate actions for taking over the site under this license agreement, already in your possession though card rates till 25.01.2026 and execute all the formalities pertaining to the license w.r.t. execution of contract, advance payment of security deposit and license fee for first month, compliances of SLA etc.

Please acknowledge the receipt of the award letter and convey your unconditional acceptance by return mail.

Thanking you

Yours faithfully,


09.01.26

(Kuldeep Raikwar)
DGM (CNS)

In-Charge Commercial
For Airport Director
AAI, Jabalpur Airport

In-Charge Commercial
भा.वि.प्रा., जबलपुर हवाईअड्डा/
AAI, Jabalpur Airport
जबलपुर (म.प्र.) / Jabalpur (M.P.)

Copy to: (N.O.O.)

1. Airport Director - AAI, Jabalpur Airport, Jabalpur 482005 – For information please.
2. In-Charge (Operations / Civil / Elect/ security /Finance) - AAI, Jabalpur Airport, Jabalpur 482005
3. Shri Devraj AGM (CNS/Commercial) - AAI, Jabalpur Airport, Jabalpur
4. Shri Ankit Parteti JE (AOS) - AAI, Jabalpur Airport, Jabalpur

For coordination and ground execution of
the license conditions with the agency.

Regional Office :

1. Regional Executive Director – WR, AAI, Integrated Office Building, New Airport Colony, Sahar Road Mumbai 400099. Maharashtra
2. GM (Finance) – WR, AAI, Integrated Office Building, New Airport Colony, Sahar Road Mumbai 400099. Maharashtra
3. JGM / AGM (Commercial) – WR, AAI, Integrated Office Building, New Airport Colony, Sahar Road Mumbai 400099. Maharashtra

(Kuldeep Raikwar)
DGM (CNS)

In-Charge (Commercial)
For Airport Director
AAI, Jabalpur Airport