



No. AAI/ JAM / R-3/(Khushi-Advt)/2026/ १९१ - १९६

Date: 08.06.2026

To,

M/s KHUSHI ADVERTISING IDEAS PVT. LTD,
8, Deepawali Centre, Opp Old High Court,
Income Tax Under Bridge,
Ashram Road, Ahemdabad 380014

GST No. 24AAFCK0769EIZP

Subject: Award of License for Advertising Rights, Concession to Design, Develop, Operate, and Market, the Advertising Oppurtunity at Civil Enclave Jamnagar Airport."

Sir,

Please refer to your participation in e-tender for the subject facility (tender ID: 2026_AAI_268338_1) for which technical bids were opened on 01.04.2026 and financial bid was opened on 29.04.2026. The competent authority is please 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 Oppurtunity at Civil Enclave Jamnagar Airport."
ii.	Location	As per RFP Location Layout Plan – Schedule " A "
iii.	Area	860.00 Sq fts.
iv.	Periodicity of License	07 (Seven) Years.
v.	Business Incubation period	15 days from the date of issuance of LOIA to the selected bidder.
vi.	Gestation period	No Gestation period is to be permitted in case of award of the license in favour of the existing licensee in same place(i.e. same area as well as location) However, (i) where there is change in location or due to suspension of the business to carry-out modification at the existing area etc. in the concession/ license premises, normal gestation period (60 days) , as defined for the said facility, may be permitted. (ii) If there is increase in the area in the new license at the same location awarded to existing licensee, the gestation period (60 days) would be applicable for the incremental area only (if agency continues with the business from the existing area and needs development period for the incremental area). In this scenario, licensee shall continue to be billed on the basis of quoted license fee on pro-rata basis for existing area. Billing for the newly developed/incremental area shall be started after expiry of applicable gestation period.

विमानपत्तन निदेशक का कार्यालय, नागर अंतः क्षेत्र, जामनगर, गुजरात - 361 006
Office of the Airport Director, Civil Enclave, Jamnagar, Gujarat - 361 006

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vii.	License Fee payable for the first year	As per NIT License Fee	Licensee Fee per month		
	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.	50 % of Rs.64.16/- per passenger X number of total passengers (Arriving + Departing) of corresponding month or 50 % of 6,20, 000/- PM, whichever is higher i.e. (Minimum Rs. 3,10,000/- PM) for first year.		
		Space rental (if applicable as per tender conditions)	NA		
		Common Area Maintenance (CAM) charges	As per Clause 14.2.1 of NIT		
		Tax/GST @ 18 %	Rs.55800/-		
		Gross License Fee	Rs.3,65,800 /-		
viii.	Annual escalation & 2 nd Year onwards L/fee.	Annual escalation in license fee shall apply as per Clause 1.1.2 (viii) of NIT.			
ix.	Charges towards consumption of electricity and water	To be paid by the Licensee as per Clause 1 (d) (iii) of NIT.			
x.	Interest free Security Deposit (SD) payable to AAI (1 st Year)	(i) Security Deposit of Rs. 29,26,400 /- towards License fee as per Para 7.1.1 of Article 7 This exercise of submission of SD is to be done within the business incubation period.			
xi.	One-month advance Gross License fee of Rs. 3,65,800/- , is payable in the form of RTGS/NEFT in favor of Airport Authority of India within the business incubation period.				
xii.	Following are the details of Bank for RTGS/NEFT to Jamnagar Airport: - Bank: STATE BANK OF INDIA Branch: VILE PARLE(EAST) -1174 IFSC Code: SBIN0001174 Beneficiary Name: AIRPORTS AUTHORITY OF INDIA A/C No.: 00000033964986659 PAN and GST of Jamnagar Airport: PAN No – AAACA6412D GST No. – 24AAACA6412D1ZE				
xiii.	Agreement has to be executed on non-judicial Stamp Paper (Jamnagar District only) of Rs. 1400 /- 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:				
	Name of the person proposed to be employed	Designation	Your relationship with the said person		

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xv.	Authority shall raise all bills (including MMG/MAG and any other bills except annual land lease bills) for the current month upto 10th 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 15th of succeeding month.
xvi.	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. 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).
xvii.	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 agreement to be executed.
xviii.	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 07 (seven) 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 **01 (one) 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.

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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.

Thanking you.

Shashi Parimal

Yours faithfully,

(D. K. Singh)
08/06/2026
Airport Director

Signature Not Verified Pg. 4/4

विमानपत्तन निदेशक का कार्यालय, नागर अंतः क्षेत्र, जामन
Office of the Airport Director, Civil Enclave, Jamnagar

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Digitally signed by PRASHANT GIRISHCHANDRA MEHTA
Date: 2026.07.27 15:43:52 IST
Location: eProcurement System for Central PSUs