



**Azad Government of the State of Jammu & Kashmir
INFORMATION TECHNOLOGY BOARD**

Expression of Interest

Marketing of Digital outdoor LED Video Wall

Azad Jammu & Kashmir Information Technology Board was established in 2001 under an act of AJK Legislative Assembly. Information Technology Board is mandated to act as regulatory, advisory and monitoring body for all IT Initiatives in AJ&K.

GoAJ&K through AJ&K IT Board, installed a digital screen measuring 15*30 at junction of naloochi bridge Muzaffarabad in front of supreme court to promote government's achievements and their public/civil campaigns for the society

In order to bring it into sustainable mode, AJ&K IT Board intends to offer this screen for commercial activities barring any political campaigns. The commercial activities would be primarily focused to the paid content of the notable brands duly approved under PEMRA rules as on the TV or other Digital media country wide.

AJ&K IT Board invites proposal from digital marketing companies to run this digital asset on commercial basis. The interested groups/Companies should submit their detailed proposals for at least 12-hours of screen operations with 1-hour idle time. The proposal should reach the office of the undersigned within 15 days after publication.

The Expression of interest must include the following information

- The companies should have demonstrated experience in the field of digital marketing
- Copy of similar nature of contracts that companies have performed
- The Competent Authority reserves the right to reject any or all tenders without assigning any reason.
- Also available on www.ppra.ajk.gov.pk & www.ajk.gov.pk

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