

Indian Highways Management Co. Ltd. (IHMCL)

Expression of Interest (EOI) for Engaging Advertising Agency For Branding “ FASTag”

The Government of India has embarked on an ambitious plan for implementing nation-wide interoperable Electronic Toll Collection (ETC) system on National Highways in India. Electronic Toll Collection (ETC) entails payment of highway tolls electronically without stopping at the toll plazas. The unique number of the RFID Tag affixed on the wind shield of the vehicle will be read by the Readers fitted in the dedicated “ETC” lanes of plazas and sent to the Central Clearing House (CCH) for financial settlement.

NHAI/IHMCL has decided to facilitate easy availability of FASTag to the consumers through Oil marketing companies dealer’s network (Fuel stations).

EOIs are invited from experienced Advertising Agencies for Creative Strategy and Media Campaign items to popularize this initiative, create awareness amongst the road users and convey the benefits of ETC to the masses.

The Advertising Agencies should be empanelled with NHAI and have minimum experience of 3 years in branding products of National / International repute.

Last date/time for receipt of application - 03.00 pm on 20.11.2018

Address for communication and EOI submission:

**Rajesh Kumar Tripathi
Sr. Manager - Projects
Indian Highways Management Co. Ltd
2nd Floor, MTNL Building
Sector-19, Dwarka
New Delhi -110 075**

Email: rajesh.tripathi@ihmcl.com