Price Benchmarking Tender Document

# Invitation to Tender

Price Benchmarking at Delhi Airport

Being India’s largest and busiest airport, there is a need for Delhi Airport to optimize pricing for its advertising assets at both Terminal 3 and Terminal 1. Changing demographics, traffic and category behavior call for a systematic approach to pricing, while benchmarking ourselves with leading global airports. TIMDAA a joint venture between Delhi International Airport Authority Ltd and Times OOH India’s leading out of home advertising company, invites you to take advantage of this golden opportunity to work with India’s largest International Airport.

# Scope

* To benchmark the pricing for all media (advertising assets) at Delhi Airport vis-à-vis top global airports
* To compare the advertising assets (static, digital, experiential) at Delhi Airport with various global airports

# Key Deliverables

* Report on comparison of pricing of various assets at Delhi Airport vis-à-vis comparable global airports
* Report on recommendations to get a better pricing mix using the comparison analysis
* Report on judicious mix of various types of assets (static/digital/experiential)

# Detailed SOW

* Select 10 comparable airports with similar passenger numbers (36 million) and similar profile (90% affluent, mix of Domestic and International passengers) (include 2 in North America, 3 in Europe, 1 or 2 in MEA and 3 or 4 in Asia)
* Define the annual passenger numbers for these selected airport/markets using ACI pax data, with details of splits between International/Domestic.
* Match media inventory types/formats (backlit, digital etc.) at Delhi Airports with equivalents at the selected airport/markets.
* Analyse typical ratecard costs and achieved costs for both short term and long term bookings, as applicable, by market. The historical booking data should be analysed over the last 12 - 18 months.
* Analyse the various formats of the media at the airports
* Draw comparisons (using stand pricing per sq. ft. metrics) by location and cost/thousand using % up or down versus Delhi rate card benchmark
* Draw comparisons on various formats (digital/static/experiential) at various airports
* Provide photographic examples of the site types identified in each airport.
* Present final result analysis and suggest recommendations to improve better pricing and judicious media mix at Delhi Airport

# Tender Closing Date

March 11th (11:00 AM IST)

# Tender Restrictions

Tender open for organizations (Indian/Global).

# Register your Application

Organizations wishing to tender may submit their credentials, including experience with pricing with at any other airports(if applicable) along with estimated cost on a company letterhead quoting category “Price Benchmarking” by courier or email to:

Mr Gagan Sharma

Sr Manager – Marketing

Times Delhi Airport Advertising Pvt Ltd

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