

K.14012/101(6)2016-SCM-III-V  
**Government of India**  
**Ministry of Urban Development**  
**Smart Cities Division**

Nirman Bhawan, New Delhi

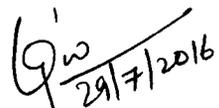
Dated: 29<sup>th</sup> July, 2016

**OFFICE MEMORANDUM**

**Subject: Empanelment of Consulting Firms for Providing Technical Assistance to selected Smart Cities in Improvement of Revenue from Advertisement Tax**

Smart Cities show a willingness to change and reform. Improving revenue from Advertisement Tax is a key AMRUT Reform. Specifically, achieving full potential of advertisement revenue by making a policy for destination specific potential having dynamic pricing module is a milestone to be completed under AMRUT. The Ministry of Urban Development has empanelled six consulting firms to provide technical assistance to reform the advertisement tax policy of States/Cities. The list of empanelled agencies is attached at Annexure.

A model Request for Proposal (RfP) to procure an agency from the empanelled list has also been prepared and can be downloaded from [www.smartcities.gov.in->Downloads->OMs/Toolkit](http://www.smartcities.gov.in->Downloads->OMs/Toolkit). The RfP, is based on the QCBS method as per the World Bank guidelines. The RfP may be customised as per the requirements of the State/City. The States/Smart Cities may issue the RfP, at the earliest, to the empanelled agencies to procure agencies for providing technical assistance. The funding for the Light house and Fast track Smart Cities will be done under the Capacity Building for Urban Development (CBUD). Other Mission Cities may use funds from AMRUT as allowed in the AMRUT Guidelines.

  
(G. Vijay Kumar)

**Under Secretary to the Government of India**

Tel: 23063217

जि. विजय कुमार/G.VIJAY KUMAR  
अवर सचिव/Under Secretary  
शहरी विकास मंत्रालय  
Ministry of Urban Development  
भारत सरकार/Govt. of India  
नई दिल्ली/New Delhi

Encl: As above

To  
Principal Secretaries (UD)  
Municipal Commissioners/CEOs of Light house and Fast track Smart Cities

Copy to:

1. JS(UD)-with a request to repeat the OM to all AMRUT Cities.
2. Chief Planner, TCPO

**Annexure to F. No. K.14012/101(6)2016-SCM-III-V dated 29<sup>th</sup> July 2016**

**List of Empanelled Consulting Firms for Providing Technical Assistance in improvement of Revenue from Advertisement Tax**

S. No.	Empanelled Consulting Firm
1	<b>Caritas Eco Systems Private Limited</b> Contact Person: Shri Akshat Jain, Director, A-42, 4 <sup>th</sup> Floor, FIEE Complex, Okhla Phase -2, New Delhi - 110020 Phone: 011-41324158 Mob: +919971915577 Email: akshat@caritaseco.in
2	<b>Delhi Integrated Multi-Modal Transit System Limited</b> Contact Person: Shri Ashvini Parashar, Executive Vice President, 1 <sup>st</sup> Floor, Maharana Pratap ISBT Building, Kashmere Gate, Delhi – 110006 Phone: 911143090111 Mobile: +919873693024 Email : ashvini.parashar@dimts.in and bpbpd@dimts.in
3	<b>ICRA Management Consulting services Limited</b> Contact Person: Shri Raj Kamal Bindal, 1 <sup>st</sup> Floor, Logix Park, Plot A4 & A5, Sector 16, Noida - 201301. Phone: 911204515800 Mobile: +919811771448 Email: raj.bindal@imacs.in
4	<b>Jones Lang LaSalle Property Consultants India Private limited</b> Contact Person: Shri A Shankar, National Director, Livel-8, Tower II TVH Beliciaa Tower MRC Nagar, Block No. 94, Chennai -600 028 Phone: +91 2242993095/97 Mobile: +919940066869 Email: a.shankar@ap.jll.com
5	<b>PSP Financial Consultants Private Limited</b> Contact Person: Shri Bitansu Biswas, Business Development Cell, 88/3, Garfa Main Road, Kolkata -700075, India Tele +91 33-4007-5562 Mobile: +919830154226 Email: info@taxilaonline.com and business@taxilaonline.com
6	<b>Tandon Urban Solutions Private Limited</b> Contact Person: Shri Amit Rajhans, General Manager (Business Development), 701, Harbhaajan Building, CST Road, Kalina, Santacruz(E), Mumbai- 400098 Tele-Fax: +91 22 26655335 Mobile: +91 9867687797 Email: tandonandassociates@gmail.com

*Gw*  
29/7/2016

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