

Airport Advertising Contract

Quality Control and Assurance Manual

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INTRODUCTION

Indira Gandhi International Airport's new Terminal 3 is set to be the embodiment of the blistering growth of the aviation industry in India. Not only that, it is also going to showcase India, in all its glory, to the world.

Times Innovative Media Delhi Airport Advertising (TIMDAA, also referred to as "the Company") is a collaboration comprising expertise and commercial backing from Delhi International Airport Ltd. and Times Innovative Media Ltd. TIMDAA operates in the business of obtaining revenue from the selling of advertising space in the New Delhi Indira Gandhi International Airport (IGIA). This Manual covers aspects of Quality Control and Assurance over the entire Airport Advertising Media Operation.

Statement of Aims and Objectives of this Manual

Through the detailed application of the principles, practices and procedures set out in this Quality Manual, the Company aims to operate to the highest international standards in Quality Control and Assurance in its day-to-day operations and in the long term.

To further enhance its future performance, the Company is committed to:

1. A program of continuous improvement to make the best of developing resources and staff experience in all quality matters;
2. Communication of its Quality Objectives and Standards to all employees at every level in the Company and through regular and structured training meetings gain their enthusiastic support and contributory ideas;
3. Demonstrate the achievements of its Quality Programs to advertisers by leading the way in innovation in the style and effectiveness of its poster and digital display units;
4. Provide industry leading standard of customer quality of service in the cleanliness, maintenance and reliability of its internal and external display networks;
5. Take constant care that the Company's activities are safe for its staff, associates and airport passengers when adjacent to its display units;
6. Play its full part in the achievement by the Company of the maximum contribution to the demanding internationally agreed targets for the reduction of carbon emissions.

Media Concept and Philosophy

The majority of the Media Products presented for Terminal 3 of IGIA are new design concepts exclusively designed for the new Terminal. This gives the benefit of unique designs with a high degree of exclusivity. TIMDAA's intention for the selection of Media Products is as follows:

- Handsome, well designed products which aesthetically complement the strong architectural features of the Airport;
- Quality solutions which any International Airport would be proud of;
- To offer solutions which are tailor made to suit the colour and finish of the Airport;
- All products belonging to same "family";
- A unique signature style flowing subtly through all the Media Products;
- Select products which are very reliable, well-engineered, conforming to latest environmental sensitivities and built to last with high quality finishes and materials;
- Designed and supported by specialist International Advertising Display Manufacturers.

The design concept embraces the design, colours, textures and architectural elements of IGIA Terminal 3. With these factors in mind the Company aims to develop media solutions embracing IGIA's state of the art architectural design and objectives for advertising media to gel with the airport environment.