


**F. 12013/41/09 UIDAI/Ad. Empl.**  
**Government of India**  
**Unique Identification Authority of India**  
**Planning Commission**  
**3rd Floor, Tower II, Jeevan Bharati Building**  
**Connaught Circus New Delhi – 110001**

**Date 3<sup>rd</sup> November 2014**

**Subject:-Hiring of Advertising and Creative Agency for UIDAI, New Delhi-notification regarding.**

In accordance with the provisions of the Para 6.3 read with Para 7.8 of the RFP, it has been decided by the Competent Authority to cancel the entire process of Hiring of Advertising and Creative Agency, due to some administrative exigencies.

All the firms participating in the above mentioned tendering process in response to RFP published on 2<sup>nd</sup> July 2014, may kindly note.

  
**Deputy Director (Media)** 3/11/2014