

Government of Rajasthan

Department of Tourism

Hotel Khasa Kothi Campus. M.I. Road. Jaipur

Telefax No 0141-5155100, 5155147,

Email- cotraj@gmail.com, mktg.rajasthantourism@gmail.com

No. F 3(202) Advt./MB Agency/2016-17/ 18541

Date:08.09.2016

(NIB No.61)

Invitation of Online Bid from Media Buying Agencies for undertaking Media Campaign for Rajasthan Tourism

Online Bids under two envelope system are invited from eligible and reputed bidders for undertaking Media Campaign for Rajasthan Tourism for year 2016-17 for the following works:-

| Name of Work | Bids invited from | Estimated cost of work | Bid Security | releases of Bid Advt. | Time & date for submission of bid | Time and date for opening of technical bid |
|---|------------------------------|------------------------|--------------|-----------------------|-----------------------------------|--|
| Undertaking Media Campaign for Rajasthan Tourism for year 2016-17 | Reputed Media Buying bidders | Rs. 50.00 Cr. | Rs. 100 lacs | 10/09/2016 | Up to 12.00 PM on 10/10/2016 | 2.00 PM on 13/10/2016 |

Bid document can be downloaded from <http://eproc.rajasthan.gov.in>, <http://sppp.raj.nic.in> (e-procurement portal of the State government) and Deptt. portal, tourism.rajasthan.gov.in. Duly filled bids can be submitted online latest by **10/10/2016 by 12 pm**. Original Demand draft of Rs 1000/- for E-bid processing fee and Rs.10,000/- for bid document fee will have to be deposited in favor of MD, RISL, Jaipur and Director, Deptt. of Tourism, Jaipur respectively to this office offline up to 12 pm on 10/10/2016. The bidder must complete all necessary formalities i.e., online registration etc. as per the guidelines given on the portal.

(Rashmi Sharma)

Additional Director Tourism

Government of Rajasthan
Department of Tourism

Hotel Khasa Kothi Campus. M.I. Road. Jaipur
Telefax No 0141-5155100, 5155147,
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(NIB No.61)

Invitation of Online Bid from Media Buying Agencies for undertaking Media Campaign for Rajasthan Tourism

SCHEDULE OF BID PROCESS

| Event Description | Scheduled Date |
|---|-------------------------------------|
| Release of Bid Advertisement | 10/09/2016 |
| Last Date & Time of Receiving Queries for Pre Bid Conference | 20/09/2016 up to 3 p.m. |
| Pre-Bid Conference Date & Time | 21/09/2016 at 12 p.m. |
| Department's Response to Queries | 23/09/2016 by 5 p.m. |
| Last Date for submission of online bid | 10/10/2016 upto 12.00 p.m. |
| Date & Time of Opening of Technical Bids | 13/10/2016 at 02.00 p.m. |
| Schedule (Date & Time etc) for opening Financial Bids from technically qualified bidders | To be apprised later |
| Bid Application Fee (DD should be drawn in favor of "Director, Department of Tourism" from any Nationalized / Scheduled Bank, Payable at Jaipur) | Rs 10,000/- |
| RISL fees (DD should be drawn in favour of M.D. RISL from any nationalized scheduled bank payable at Jaipur) | Rs 1000/- |
| Date of Award of Contract | After finalization of financial bid |
| Execution of Approved Media Plan | As per approved schedule |
| Bid Security - (Either in the form of a DD drawn in favor of "Director, Department of Tourism, Government of Rajasthan", payable at Jaipur or in the form of an irrevocable Bank Guarantee issued by one of the Nationalized/Scheduled Banks in India and having branch in Jaipur. The bid security must remain valid thirty days beyond the original or extended validity period of the bid. | Rs. 100 Lacs |

SCOPE OF WORK & TERMS OF REFERENCE

BACKGROUND

Rajasthan, the largest state of India is bestowed with natural beauty and rich heritage. Its architectural memoirs built with studied detail, effervescent colours, stunning handicrafts, glittering gems, throbbing towns, wildlife sanctuaries, cattle fairs, or pulsating festivities and touching hospitality are the major attractions for tourist. The state has many UNESCO world heritage sites besides a series of protected monuments. The state was visited by about 35 million tourists in 2015.

Department of Tourism is actively engaged in promoting and marketing Rajasthan in the Domestic and International Tourist Market. In this regard, the department is seeking the services of the reputed firms in the business of Media Planning and Buying to assist them in undertaking tourism Promotion and Marketing Activities through media campaigns.

OBJECTIVE

The objective of this exercise is to select a suitable agency which will assist Department of Tourism in promoting tourism in the state by:

- a) Buying media space/slots across various platforms as indicated in Media Plan enclosed at Appendix A and strategic release of ad creatives (TVCs, Jingles, Print/Outdoor/Digital ad Creatives in these Medias at cost effective rates.
- b) Enhance strong brand identity and brand recall through strategic release and placement of advt. including TVCs, Jingles and Print Advt. etc.

SCOPE OF SERVICES & DELIVERABLES

1. The Media Buying Agency will work with the Deptt. of Tourism during the term of contract to:
 - I. Buy space / time / slots on most competitive rates from Print, Electronic, Outdoor, Internet & Social Media etc. as per Media Plan and details given in BOQ along with Appendix 'A' on behalf of the Rajasthan Tourism on most cost effective rates.
 - II. Releasing TVCs/ advertisements / ad Creatives / Jingles / Banners provided by the creative agency or the Department in various media as per the approved media plan.

- III. Exploring Media partnership with TV / Print / Outdoor / Internet / Radio Channels etc. included in the plan as value additions at zero cost.
 - IV. Most appropriate scheduling for release of campaigns in different markets.
 - V. Effective use of web with innovative digital media vehicles.
 - VI. Maintain and Storage of ad creatives of last campaign (Jane Kya Dikh Jaye / You havn't seen it All) of the department in various formats for ready use.
 - VII. Minor editing, adaptation and transfer of these to various media
 - VIII. 4 TVC films of 60 / 90 seconds available with the Dept have to be edited for 20 seconds each for sustenance phase of TV campaign
 - IX. Likewise, adaptation of print ad / OOH / Digital media creatives of last campaign for this campaign
 - X. Content development for content development portals included in the plan. Basic information and pictures shall be provided by the Department, however creative element may have to be added to it.
 - XI. Cost for Beta tapes, DG Beta tapes, online transfer of TVCs, jingles etc. to TV Channels, Radio FM, Multiplexes and other media should be included in overall agency service charges / cost, no separate payment shall be made on these accounts.
 - XII. The agency will also get censor board's certificates for about 35 language TVCs of 20 to 90 seconds duration in five regional languages for display in multiplexes / single screens, if required.
 - XIII. Any other work on mutually agreed terms
 - XIV. Providing detailed report on the reach after execution of the campaign
2. The Media Buying Agency may, from time to time, suggest key national events / Tourism fairs / Sports events and occasions during which the campaign could be made more visible.
 3. The Media Buying Agency will have to liaise with the Creative Agency (ies) working for the Deptt. of Tourism, for effective convergence of the media and creative strategies for the Campaign.
 4. Any emergent requirement of the Deptt. relating to the Media Planning, Buying and Media Strategy for which the Deptt. may seek advice of the Media Buying Agency or procure media inventory on mutually agreed terms.

Submission of Bids

In response to this bid notice, the agency shall submit its bid (technical and Financial) to the Department as per the procedure laid down in this bid document.

Pre Bid Qualification Criteria

Only those agencies which fulfill the following eligibility criteria may participate in the bidding process.

1. Minimum Gross Average Annual Turnover for last three years: Rs. 300 Crores – CA certified final accounts of the last three financial years must be enclosed as evidence.
2. Senior Members of the team should have minimum 5 years of industry experience
3. Agency existence: minimum 5 years - Memorandum of Association of the agency / company to be enclosed.
4. Pan India Reach
5. Proven experience and ability to execute Multi modal Media campaigns in National and International Markets simultaneously.
6. INS Accreditation in the name of the agency

Pre Bid Meeting

1. A pre-bid meeting will be held for the interested bidders in the chamber of Director, Deptt. of Tourism, Government of Rajasthan, Hotel Khasa Kothi, Jaipur-1 at 12.00 p.m. on 21/09/2016, for clarifications required on any aspect pertaining to this bid Document. The pre-bid queries could be sent to the Deptt. of Tourism prior to the meeting till 20/09/2016, 03.00 p.m. as per the following format to :-

Sh. Ashutosh AT Pednekar, Director Tourism, email cotraj@gmail.com &

Smt. Rashmi Sharma. Addl. Director Tourism, email adotadm@gmail.com

| S. N. | Bid provision | Page no. | current requirement | clarifications requested |
|-------|---------------|----------|---------------------|--------------------------|
|-------|---------------|----------|---------------------|--------------------------|

2. Based on discussions held during the pre-bid meeting, amendments / clarifications in the tender document will be hosted on the websites of the Deptt. of Tourism www.rajasthantourism.gov.in and on e-procurement website of the Government of Rajasthan by 5.00 p.m. on 23/09/2016.
3. **All the interested bidders are advised to ensure participation in the pre bid meeting since important points may be discussed in this meeting which might affect the nature and future course of the bidding process.**

Guidelines for Preparation of Proposals

1. Agencies are required to submit their bids online on e-procurement portal in following 2 sections as per the details given below:-

(a) First section:-

Bid request letter, profile of the company and enclosures / certificates / registrations / documents / audited final accounts etc. clearly showing that the agency fulfills the minimum eligibility criteria for pre qualifying for the bid. Details on the points given in Technical Data Sheet and the scope of work as enumerated on media plan.

(b) Second section:-

The agencies shall be required to submit Financial Bid for the media plan as per scope of work given at BOQ along with Appendix 'A'. The financial bid shall include both the cost of the media as well as the agency charges.

The financial bids shall be submitted in two separate parts. In the 1st part, the agency shall quote the lump sum cost in BOQ including both the media cost and the agency charges payable to it for the media plan along with cost for other deliverables mentioned in the scope of work. In Appendix 'A' which is the 2nd part (multiple sheets may be used, if required) the item wise overall cost breakup / rates and related information (i.e. for each TV / Radio channel, Print / Digital / Outdoor and other deliverables etc.) shall have to be submitted.

The contract will be awarded on the basis of lowest financial bid / quote (lump sum cost) offered in the 1st part only.

The rates quoted for various media in the financial bids must be supported by the authentication / confirmations of these media on their letter heads or official / system generated confirmations, e-mails (these may be clubbed and attached in the 2nd part). Where ever, these are not made available by the media beforehand for certain reasons such as where purchase of media is possible only online or through dynamic auction system, the bidder shall enclose an affidavit citing reasons for non-availability of the authentication or confirmation beforehand yet the bidder would abide by the rates quoted by him in the financial bid.

2. All the details, thus submitted in various sections, should be supported with documentary proofs.

3. The prevalent deductions such as for Patrakar Kalyan Kosh, TDS and other mandatory cost / tax will be made from the bills as per State Government rules. The same are not required to be indicated in the financial bid separately.

The Financial Proposal shall contain the following documents:

- a) Covering letter – confirming the participation in the bid and acceptance of the terms and conditions
- b) Financial Envelope - 1st part, BOQ indicating the total cost of the media plan and the agency service charges combined together along with Appendix 'A' which is the 2nd part containing Media wise break up of total cost of the integrated media plan (multiple sheets may be used, if required)
- (d) The authentication of rates issued by individual media / authorised representative / (or the affidavit of bidder) in the name of the bidding agency on the official letterhead / email of the media or its authorized agency for those media which have DAVP / DIPR / Samwad approved rates. The agency will not quote rates higher than these rates.
- (e) The cost of the Media Plan and other deliverables given in the scope of work and service charges / fee of the agency, quoted by the agency, will be firm (in INR) and fixed for the duration of the contract.

Submission of Proposals

- I. The original proposal (Pre-qualification Proposal, Technical Proposal and Financial Proposal) shall be typed / prepared in indelible ink without overwriting or correction.
- II. An authorized representative of the firm should authenticate all pages of the Pre-Qualification, Technical and Financial Proposals.
- III. All pages in the bid should be numbered and signed & stamped.
- IV. The Pre-Qualification bid, The Technical Proposal and the Financial Proposal should be submitted online as per the schedule and guidelines mentioned at the procurement portal.
- V. The Pre Qualification, technical Proposals and financial proposals should be submitted / uploaded **on or before 12 p.m. on 10/10/2016.**
- VI. No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.
- VII. As per the RTPP Act 2012 and Rules 2013, Annexure 'A' (for Code of Integrity), B (Declaration by the Bidders), C (Grievance Redressal) & D (Additional Conditions) have to be duly filled by the agencies and annexed with the Technical Bids.
- VIII. Agencies are expected to attach and upload only required papers along with the bids. Irrelevant information or documents should not be uploaded or attached.

Opening of Proposals and Selection Process

- I. The documents in respect of pre-qualification bid will be examined firstly in the Deptt. to ascertain fulfilment of eligibility criteria. Thereafter, a committee would evaluate the technical bids submitted by the agencies.
- II. The bidding agencies must enclose, with the financial bids, the authentications / confirmations of cost/rates obtained directly from the TV channels/print media/websites / OOH / FM Radio / others etc or from the authorized representative of the these TV channels/ newspapers/ websites/outdoor media etc. for individual media i.e. TV channels/print media/websites/OOH/FM Radio/others etc or affidavits for media where such rate confirmations are not available beforehand for media, included in the Media Plan - Appendix A. In the case of the authorized representatives, a letter from the TV channels/Radio FMs/ publications / websites/outdoor media etc. will have to be submitted stating that the said representative is the authorized representative of the media.
- III. All authorizations/confirmations should be on the official letterheads or official emails. In case of any media wherever the TV channels /Radio FMs/Publications or other media are offering DAVP / Samwad / DIPR rates, the letter needs to be given by the media owners that they will accept DAVP / Samwad / DIPR rates for Rajasthan Tourism campaign.
- IV. The agency quoting the lowest cost for the media given at Appendix 'A' will be awarded the work on the basis of L1 bidder.

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Terms and conditions

1. The bidder must either be exclusively an organization doing such assignments or a firm having exclusively defined division within the organization which handles such assignments.
2. The bidder should also have a gross average annual turnover of Rs. 300 Cr. during last three financial years i.e. 2012-13, 2013-14, 2014-15 or 2013-14 to 2015-16. Copy of final accounts certified by C.A. for turnover for past three years will have to be enclosed.
3. The bidder should have 5 years proven experience of the work.
4. Bid Security equal to 2% of the total estimated value of work will be deposited by the firm.
5. Performance security which is equal to 5% of total value of work will be deposited by the successful bidder. No interest will be paid on this deposit. The bid security money deposited earlier will be adjusted against the performance security. Performance security will be refunded after two months of successful completion of the contract.
6. Bidders have to submit DD / BC / BG of bid processing fee, bid document fee and bid security with his technical bid. Bids without bid security and bid document fee will not be considered. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.
7. All pages of the Technical and Financial Proposals should be duly signed with seal by the authorized representative of the firm.
8. The Technical Proposal should be uploaded in “Technical Proposal” section only. Similarly, the Financial Proposal shall be uploaded in “Financial Proposal” section.
9. From the time the bids are received till the time the contract is awarded, the Agency / Media Buying House will approach the Deptt. only through written communication.
10. The interested agencies should regularly visit the e-procurement portal of the State Government and Rajasthan Tourism website for any update in regard to this tender.
11. The Deptt. of Tourism is not bound to accept any tender or assign any reason for non-acceptance. The Deptt. of Tourism reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.
12. Payment will be made by way of electronic transfer of billed and passed amount in the bank account of the agency in Indian Rupees. The Agency may submit pre-receipt bills in triplicate, on a fortnightly or monthly basis towards activities completed during the month, for settlement. The bills should be submitted clearly indicating activities completed during the fortnight/month along with the telecast/broadcast/publication certificates,

tear sheets/ other such documents to support the claim of payment. The bills should clearly show the inventory consumed and payments made for previous bills as well as remaining inventory. Deductions such as for Patrakar Kalyan Kosh, TDS and other mandatory cost / tax shall be made from the bill amount.

13. For all other deliverables (besides Media Cost and Agency Charges) mentioned in the scope of work, no extra payment will be made by the Deptt. It is expected that the bidder will recover its expenses from agency charges quoted by it.
14. The Deptt. will provide master versions of TVCs for release in TV and Cinema. The agency is expected to provide it in desired format to releasing channels for which no extra payment will be made. Similarly, open files of print / OOH and digital media ad shall be provided. All adaptations shall have to be done by the agency.
15. Any third party cost not covered in the scope of work which is incurred by the agency for execution of the campaign on the basis of prior approval of the department shall be paid extra as per approval accorded and as per provisions of RTPP Act and Rules.
16. For facilitating Electronic Transfer of funds, the selected Media Buying Agency will be required to indicate the name of the Bank & Branch, account number (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected Media Buying Agency.
17. Bids submitted by the bidders shall remain valid for the period of 90 days from the date of opening the bids.
18. The cost / rates will be valid for one year from the date of signing of agreement, however the services may be extended as per RTPP Rules, 2013 on mutually agreed terms.
19. The Director Tourism, Government of Rajasthan, Jaipur reserves the right to accept or reject any bid or its part without assigning any reasons thereof.
20. The date and time of opening of financial offers shall be informed separately to the qualified firms. Financial bid of only technical qualified firms will be opened.
21. Selected firm will have to sign an agreement with Department of Tourism on non judicial stamp paper of Rs.5000/- as required in rules.
22. The agreement between the firm and Dept. of Tourism may be terminated any time if it is found that the firm is unable to perform the work or can't maintain the safety & creative standards of the work or violates any of the conditions stipulated by the Department.
23. No advance payment for the ordered work will be given to the firm.
24. The bid document shall be signed by authorized signatory of the submitting firm with date and seal.
25. Bids received after the due date and time will not be considered.
26. The contract would be effective for one year from the issue of work order, which may be extended, in emergent situations on mutually agreed terms,

as per the provisions of RTPP Act 2012 and Rules 2013. Similarly, the cost / rates will be valid for one year till expiry of the contract.

27. The Deptt. of Tourism reserves its right to summarily reject offer received from any Media Buying Agency on national security considerations, without any intimation to the bidder.
28. The Deptt. of Tourism reserves its right not to accept bids from Media Buying Agencies resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government Investigating Agencies / Vigilance Cell.
29. In the Technical Bid, the authentication/confirmation letters/emails from the channels/ newspapers/ websites and/or their authorized representative, should not give any cost component, otherwise the bid would be rejected outrightly.
30. If there is a likelihood of inventory problem or issue of availability of media indicated in the media plan – Appendix A, by the time of finalization of the bid due to various reasons not within the control of the bidder, the same should be indicated clearly in the bid along with tentative dates when the media/site will be available, if it is available in future dates within the period of contract. The campaign is likely to be started by mid-October. In case this is not indicated and the agency informs about the non availability of media or inventory after award of contract, same shall be treated as under performance.
31. The agencies are expected to quote for all the items shown in Media Plan - Appendix 'A'. Still, there may be few media, OOH sites or digital inventory for which rates may not be available at all due to various reasons such as expiry of contract etc. or may be available within certain time period only or with certain conditions. If it is so, the same may be indicated either during pre bid meeting or in the bids specifying the reasons clearly with documents supporting the case. In this scenario, the agency quoting for maximum items/media shall be considered. In no case the media plan will be split.
32. The rates quoted by the bidders would be valid for all days including weekdays / weekends / blackout days (if any). It would be the right of the Deptt. to decide the dates of media release and scheduling. Approval on scheduling can also be given in phases.
33. The interested bidders are strongly advised to attend the pre bid meeting so that there is no ambiguity about the provision of this bid document or the items which are intended to be procured through this bid.
34. If required, the Deptt. will set up a mechanism for day to day execution and monitoring and approvals.
35. The Department may procure additional inventory / media as per budget availability and requirement on the same rates as approved in original bid during the period of contract as per rules.
36. Termination : Deptt. of Tourism may terminate the contract of bidder in case of the occurrence of any of the events specified below:
 - i. If the Agency becomes insolvent or goes into compulsory liquidation.

- ii. If the Agency, in the judgment of Deptt. of Tourism, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
 - iii. If the Agency submits to the Deptt. of Tourism a false statement which has a material effect on the rights, obligations or interests of Deptt. of Tourism.
 - iv. If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Deptt. of Tourism.
 - v. If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing. In case of such an occurrence Deptt. of Tourism shall give a written advance notice before terminating the Contract of firm.
37. Wherever specific terms and conditioned have not been spelt out in bid document, General Finance and Accounts Rules & RTPP Act, 2012 and RTPP Rules 2013 of the state government shall apply.
 38. The firm would be responsible for all risks involved in the work. For any accident or mishap, the bidder would be solely responsible.
 39. All costs incurred by the firm in respect of submission of offer shall be borne by the concerned bidder.
 40. Penalties would be imposed in case of delayed and for faulty services as per provisions of GF & AR and as decided by Department.
 41. The execution of plan (release of advertisements in various media) will start within 10 days of placing of work order and handing over of the available publicity material to the successful bidder. The media wise schedule of day wise / month wise releases will be finalized in these 10 days.
 42. Latest Service Tax and VAT Clearance Certificate are required. Copies of service tax and VAT registration should also be enclosed.
 43. No extra payment other than agreed payment as quoted by contractor (Complete Rate) according to bill of quantities will be paid. No cartage / transportation charges or any other charges will be paid by the Government.
 44. Specification: All services provided shall strictly conform to the specifications, laid down in the bid form/work order.
 45. Rejection:
 - i. Articles not approved during inspection or testing shall be rejected and shall have to be replaced by the bidder at his own cost within the time fixed by the department.
 - ii. If, however due to exigencies of Government work, such replacement either in whole or in part is not feasible, after giving an opportunity to the bidder of being heard, the department will deduct a suitable amount from the approved rates. The deductions so made shall be final.
 46. The rejected articles shall be removed by the bidder immediately for which department shall not be responsible for any loss. Shortage or damage will be at the bidder's risk and on his account.

47. Forfeiture of bid security: The bid security will be forfeited in the following cases:
- a. When bid withdraws or modifies the offer after opening of bid but before acceptance of bid.
 - b. When bid does not execute the agreement if any, prescribed within the specified time.
 - c. When the bid does not deposit the security money after the supply order is given.
 - d. When he fails to commence the work within the time prescribed.
48. If any dispute arises out of the contract with regard to the interpretation, meaning and breach of the terms of the contract, the matter shall be referred by the Parties to the Director Tourism, whose decision shall be final.
49. All legal proceedings, if necessary arise to institute by any of the parties (Government or Contractor/firm) shall have to be lodged in courts situated in Jaipur city.
50. For any clarification, the interested agency may meet the undersigned or queries can be sent through mail at mktg.rajasthantourism@gmail.com addressed to Joint Director (Marketing).
51. Annexure A, B, C & D of RTPP Act 2012 & RTPP Rules 2013 will also be binding on the bidder.
52. Force Majeure :
Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.
53. A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.
54. Jurisdiction :The contract shall be governed by laws of Rajasthan/India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.
55. The Deptt. of Tourism is not bound to accept any bid or assign any reason for non-acceptance. The Director, Deptt. of Tourism reserves its right to accept the bid either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.
56. The first appellate authority will be Secretary Tourism and the second authority will be Finance Deptt., GoR.

**Additional Director, Tourism
Government of Rajasthan**

I / We hereby declare that I / we have gone through the terms and conditions of the bid document and I / We shall abide by all the terms and conditions.

Signature of bidder with seal

(NIB No.61)

To,

The Director

Department of Tourism

Government of Rajasthan

Hotel Khasa Kothi Campus

M I Road, Jaipur

We, the undersigned declare that:

- i. We have examined the bidding document.
- ii. If our bid is accepted, we commit to deposit a performance security.
- iii. We are not participating as bidders in more than one bid in this bidding process.
- iv. Our firm, its affiliates or subsidiaries, including any subcontractors or suppliers has not been debarred by the State Govt. or the procuring entity.
- v. We understand that this bid, together with your written acceptance shall constitute a binding contract between us, until a formal contract is prepared and executed.
- vi. We understand that you are not bound to accept the lowest evaluated bid or any other bid that you may receive.
- vii. We agree to permit the procuring entity or its representative to inspect our accounts and records and other documents relating to the bid submission and to have them audited by auditors appointed by the procuring entity.
- viii. We declare that we have complied with and shall continue to comply with the provisions of the code of integrity for bidders as specified in the Rajasthan Transparency in Public Procurement Act, 2012, the Rajasthan Transparency in Public Procurement Rules, 2013 and this bidding document in this procurement process and in execution of the contract.
- ix. We accept to abide by the conditions and additional information of the bid released by Director, Tourism.
- x. Following documents have been uploaded along with this technical bid :-
 - i) Bid document with signature and seal.
 - ii) Photocopy of three Banker Cheques / DD / Cash Deposit etc. towards bid security amount, bid fee and bid processing fee.

- a) DD / Banker Cheque/ Cash Deposit Receipt etc. of Rs. 100 lacs - for 2% bid security in favour of Director, Tourism.
- b) DD / Banker Cheque / Cash Deposit Receipt of Rs.10,000/- for bid fee in favour of Director, Deptt. of Tourism, Jaipur.
- c) Rs.1000/- for E bid processing fee in favour of MD RISL, Jaipur.
- iii) Photocopy of latest Service Tax clearance certificate and PAN Card issued by Income Tax Dept. have been uploaded.
- iv) Experience certificate of three years having done similar work in this field has been uploaded.
- v) Final accounts audited by CA for Turnover for past three years (2012-13, 2013-14, 2014-15 or 2013 -14 to 2015 - 16) for similar work have been uploaded.
- vi) Necessary information related to human resources has been uploaded.
- vii) If the firm is a small scale industry unit (SSI), then the copy of registration as small scale unit issued by competent authority has been uploaded.
- viii) Declaration letter of being bona fide manufacturer / dealer on letter head of the firm has been uploaded.
- ix) Declarations by the bidder as per rule 7 of RTPP act and the declarations of compliance with the code of integrity and no conflict of interest (attach annex. A & B) have been uploaded.
- x) If the bidder is a firm/company, then the authorization letter of authorized representative containing his name, address and status with signature have been uploaded. Deptt. will not contact anyone else in this regard.
- xi) We, the bidder will deposit three original DD / Banker Cheques as per clause 10 to this Deptt. In sealed envelope by 12 pm on 00/00/2016. DD / Banker Cheques submitted later than the scheduled time shall not be considered.
- xii) We have submitted the following documents:
 1. Letter of authorization to participate in the bid
 2. Pre Qualification Bid
 3. Technical Bid
 4. Financial Bid
 5. All relevant supporting documents including Annexures A, B, C & D duly signed alongwith seal.

We hereby declare that my/our bid is made in good faith and the information contained is true and correct to the best of my/our knowledge and belief.

Thanking you,

Yours faithfully,

**Signature of the Bidder with Seal
(Name, Address, Phone No.)**

(NIB No.61)

Invitation of Online Bid from Media Buying Agencies for undertaking Media Campaign for Rajasthan Tourism

Technical Data Sheet for Bid evaluation

| SN | Description | Response / Page No. |
|-----|---|---------------------|
| 1. | Name of the establishment / Agency Group Tree- (Provide in chart format) | |
| 2. | Full postal address with website and email address: | |
| 3. | Contact Number: Land line: Fax: Mobile : | |
| 4. | Year of establishment (Provide proof of the same) | |
| 5. | Accredited member of : (Provide proof of the same) | |
| 6. | Turnover and net worth of the company for the preceding 3 years duly attested by the Chartered Accountant: | |
| 7. | Company's PAN, TIN, service tax registration Number: | |
| 8. | certification of incorporation, memorandum and articles of association etc. (Copies of the certificates to be enclosed) : | |
| 9. | No. of offices in India and Abroad- (Provide nos.) | |
| 10. | Profile of key team members- (Give in one small paragraph on each key member). | |
| 11. | Financial Strength- (Provide Net profit of last three years) | |
| 12. | Team Strength- (provide nos.) | |
| 13. | Client List- (Provide name list) | |
| 14. | Details on Media Planning / Buying Tools and Tracking mechanism (Brief write-up) | |
| 15. | Digital services capabilities (a brief note) | |
| 16. | Framework for measuring campaign effectiveness | |
| 17. | Competition Tracking Mechanism -(Yes/ No) provide one case study as sample | |
| 18. | Awards and accolades won (both by agency or by client) for the campaign/s- (mention list) | |
| 19. | Length of association with brands (Provide names and years only) | |
| 20. | i. Ability of the agency to get most | |

| | | |
|-----|---|--|
| | competitive/discounted rates from the media (A brief note) ii. Ability to get DAVP/DIPR rates where these are available. (A brief note) | |
| 21. | A presentation on Media Plan (Appendix A) with strategic inputs for its successful execution (PI enclose the presentation) | |
| 22. | Details of Bid Fee attached | |
| 23. | Details of Bid Processing Fee attached | |
| 24. | Details of Bid Security attached | |
| 25. | Any other information | |

Note- (There should be no financials, costs / fee / quotes etc. in the technical bids). Costs/ fee / quotes have to be submitted in financial bid proforma (BOQ) and Appendix 'A' otherwise the bid is liable to be rejected.

**Signature of the Bidder with Seal
(Name, Address, Phone No.)**

(NIB No.61)

BOQ

Invitation of Online Bid from Media Buying Agencies for undertaking Media Campaign for Rajasthan Tourism

Bidder Name :

| Number | Text | Number | Number | Text |
|----------------------------|--|---|-------------------------------------|--------------------------------|
| S. No. | Item Description | Lump Sum Cost in Figures To be entered by the Bidder (In Rs.) | Total Amount without taxes (In Rs.) | Total Amount in words (In Rs.) |
| 1 | 2 | 3 | 4 | 5 |
| 1 | Lump Sum Cost Including both Media cost and service charges payable to the agency in INR (Grand total of costs quoted in all sheets) | | | |
| | | | | |
| Quoted Rate in Figures Rs. | | | | |
| Quoted Rate in words Rs. | | | | |

This is certified that I have read and understood the enclosed brief and other terms & conditions and all the supporting documents have been enclosed, and the information given by me is true to the best of my knowledge. My bid may be rejected at any stage if it is found that the facts and documents enclosed by me are not correct.

**Signature of the Bidder with Seal
(Name, Address, Phone No.)**

Appendix A (Media Plan):

As per attachment

DECLARATION BY TENDERS

I/ We declare that I am / We are bona fide/ Manufacturers/ Whole Sellers/ Sole distributor/ Authorized dealer/ dealers/ sole selling/ Marketing agent in the goods/ Services/ stores/ equipments for which I / We have tendered.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled

Signature of the bidder with stamp

Compliance with the Code of Integrity and No Conflict of Interest

Any person participating in a procurement process shall -

- (a) not offer any bribe, reward or gift or any material benefit either directly or indirectly in exchange for an unfair advantage in procurement process or to otherwise influence the procurement process;
- (b) not misrepresent or omit that misleads or attempts to mislead so as to obtain a financial or other benefit or avoid an obligation;
- (c) not indulge in any collusion, Bid rigging or anti-competitive behavior to impair the transparency, fairness and progress of the procurement process;
- (d) not misuse any information shared between the procuring Entity and the Bidders with an intent to gain unfair advantage in the procurement process;
- (e) not indulge in any coercion including impairing or harming or threatening to do the same, directly or indirectly, to any party or to its property to influence the procurement process;
- (f) not obstruct any investigation or audit of a procurement process;
- (g) disclose conflict of interest, if any; and
- (h) disclose any previous transgressions with any Entity in India or any other country during the last three years or any debarment by any other procuring entity.

Conflict of interest:-

The Bidder participating in a bidding process must not have a Conflict of Interest.

A Conflict of Interest is considered to be a situation in which a party has interests that could improperly influence that party's performance of official duties or responsibilities, contractual obligations, or compliance with applicable laws and regulations.

- i. A Bidder may be considered to be in Conflict of Interest with one or more parties in a bidding process if, including but not limited to:
 - a. have controlling partners/ shareholders in common; or
 - b. receive or have received any direct or indirect subsidy from any of them; or
 - c. have the same legal representative for purposes of the Bid; or
 - d. have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Bid of another Bidder, or influence the

- decisions of the Procuring Entity regarding the bidding process; or
- e. the Bidder participates in more than one Bid in a bidding process. Participation by a Bidder in more than one Bid will result in the disqualification of all Bids in which the Bidder is involved. However, this does not limit the inclusion of the same subcontractor, not otherwise participating as a Bidder, in more than one Bid; or
 - f. the Bidder or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the Goods, Works or Services that are the subject of the Bid; or
 - g. Bidder or any of its affiliates has been hired (or is proposed to be hired) by the Procuring Entity as engineer-in-charge/consultant for the contract.

Declaration by the Bidder regarding Qualifications

Declaration by the Bidder

In relation to my/our Bid submitted to for procurement of in response to their Notice Inviting Bids No Dated I/we hereby declare under Section 7 of Rajasthan Transparency in Public Procurement Act, 2012, that:

1. I/we possess the necessary professional, technical, financial and managerial resources and competence required by the Bidding Document issued by the Procuring Entity;
2. I/we have fulfilled my/our obligation to pay such of the taxes payable to the Union and the State Government or any local authority as specified in the Bidding Document;
3. I/we are not insolvent, in receivership, bankrupt or being wound up, not have my/our affairs administered by a court or a judicial officer, not have my/our business activities suspended and not the subject of legal proceedings for any of the foregoing reasons;
4. I/we do not have, and our directors and officers not have, been convicted of any criminal offence related to my/our professional conduct or the making of false statements or misrepresentations as to my/our qualifications to enter into a procurement contract within a period of three years preceding the commencement of this procurement process, or not have been otherwise disqualified pursuant to debarment proceedings;
5. I/we do not have a conflict of interest as specified in the Act, Rules and the Bidding Document, which materially affects fair competition;

Date:

Place :

Signature of bidder Name:

Designation: Address:

Grievance Redressal during Procurement Process

The designation and address of the First Appellate Authority is

The designation and address of the Second Appellate Authority is
.....

(1) Filing an appeal

If any Bidder or prospective bidder is aggrieved that any decision, action or omission of the Procuring Entity is in contravention to the provisions of the Act or the Rules or the Guidelines issued there under, he may file an appeal to First Appellate Authority, as specified in the Bidding Document within a period of ten days from the date of such decision or action, omission, as the case may be, clearly giving the specific ground or grounds on which he feels aggrieved:

Provided that after the declaration of a Bidder as successful the appeal may be filed only by a Bidder who has participated in procurement proceedings:
Provided further that in case a Procuring Entity evaluates the Technical Bids before the opening of the Financial Bids, an appeal related to the matter of Financial Bids may be tiled only by a Bidder whose Technical Bid is found to be acceptable.

- (2) The officer to whom an appeal is filed under para (1) shall deal with the appeal as expeditiously as possible and shall Endeavour to dispose it of within thirty days from the date of the appeal.
- (3) If the officer designated under para (1) fails to dispose of the appeal filed within the period specified in para (2), or if the Bidder or prospective bidder or the Procuring Entity is aggrieved by the order passed by the First Appellate Authority, the Bidder or prospective bidder or the Procuring Entity, as the case may be, may file a second appeal to Second Appellate Authority specified in the Bidding Document in this behalf within fifteen days from the expiry of the period specified in para (2) or of the date of receipt of the order passed by the First Appellate Authority, as the case may be.
- (4) **Appeal not to lie in certain cases**
No appeal shall lie against any decision of the Procuring Entity relating to the following matters, namely:-
 - (a) determination of need of procurement;
 - (b) provisions limiting participation of Bidders in the Bid process;
 - (c) the decision of whether or not to enter into negotiations;
 - (d) cancellation of a procurement process;
 - (e) applicability of the provisions of confidentiality.
- (5) **Form of Appeal**
 - (a) An appeal under para (1) or (3) above shall be in the annexed Form along with as many copies as there are respondents in the appeal.
 - (b) Every appeal shall be accompanied by an order appealed against, if any, affidavit verifying the facts stated in the appeal and proof of payment of fee.
 - (c) Every appeal may be presented to First Appellate Authority or Second Appellate

Authority, as the case may be, in person or through registered post or authorised representative.

(6) Fee for filing appeal

- (a) Fee for first appeal shall be rupees two thousand five hundred and for second appeal shall be rupees ten thousand, which shall be non-refundable.
- (b) The fee shall be paid in the form of bank demand draft or banker's cheque of a Scheduled Bank in India payable in the name of Appellate Authority concerned.

(7) Procedure for disposal of appeal

- (a) The First Appellate Authority or Second Appellate Authority, as the case may be, upon filing of appeal, shall issue notice accompanied by copy of appeal, affidavit and documents, if any, to the respondents and fix date of hearing.
- (b) On the date fixed for hearing, the First Appellate Authority or Second Appellate Authority, as the case may be, shall,
 - (i) hear all the parties to appeal present before him; and
 - (ii) Peruse or inspect documents, relevant records or copies thereof relating to the matter.
- (c) After hearing the parties, perusal or inspection of documents and relevant records or copies thereof relating to the matter, the Appellate Authority concerned shall pass an order in writing and provide the copy of order to the parties to appeal free of cost.
- (d) The order passed under sub-clause (c) above shall also be placed on the State Public Procurement Portal.

[See rule 83]

Memorandum of Appeal under the Rajasthan Transparency in Public Procurement Act, 2012

Appeal Noof

Before the (First/Second Appellate Authority)

1. Particulars of appellant:
 - (i) Name of the appellant:
 1. Official address, if any:
 2. Residential address:

2. Name and address of the respondent(s):
 - (i)
 - (ii)
 - (iii)

3. Number and date of the order appealed against and name and designation of the officer /authority who passed the order (enclose copy), or a statement of a decision, action or omission of the Procuring Entity in contravention to the provisions of the Act by which the appellant is aggrieved:
4. If the Appellant proposes to be represented by a representative, the name and postal address of the representative:
5. Number of affidavits and documents enclosed with the appeal:
6. Grounds of appeal:

.....

.....

.....(Supported by an affidavit)
7. Prayer:

Place

Date

Appellant's Signature :

Additional Conditions of Contract

1. Correction of arithmetical errors

Provided that a Financial Bid is substantially responsive, the procuring Entity will correct arithmetical errors during evaluation of Financial Bids on the following basis:

- i. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected, unless in the opinion of the Procuring Entity there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price shall be corrected;
- ii. If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and
- iii. If there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (i) and (ii) above.

If the Bidder that submitted the lowest evaluated Bid does not accept the correction of errors, its Bid shall be disqualified and its Bid Security shall be forfeited or its Bid Securing Declaration shall be executed.

2. Procuring Entity's Right to Vary Quantities

- (i) At the time of award of contract, the quantity of Goods, works or services originally specified in the Bidding Document may be increased or decreased by a specified percentage, but such increase or decrease shall not exceed twenty percent, of the quantity specified in the Bidding Document. It shall be without any change in the unit prices or other terms and conditions of the Bid and the conditions of contract.
- (ii) If the Procuring Entity does not procure any subject matter of procurement or procures less than the quantity specified in the Bidding Document due to change in circumstances, the Bidder shall not be entitled for any claim or compensation except otherwise provided in the Conditions of Contract.
- (iii) In case of procurement of Goods or services, additional quantity may be procured by placing a repeat order on the rates and conditions of the original order. However, the additional quantity shall not be more than 25% of the value of Goods of the original contract and shall be within one month from the date of expiry of last supply. If the Supplier fails to do so, the Procuring Entity shall be free to arrange for the balance supply by limited Bidding or otherwise and the extra cost incurred shall be recovered from the Supplier.

3. Dividing quantities among more than one Bidder at the time of award (In case of procurement of Goods)

- (i) As a general rules all the quantities of the subject matter of procurement shall be procured from the Bidder, whose Bid is accepted. However, when it is considered that the quantity of the subject matter of procurement to be procured is very large and it may not be in the capacity of the Bidder, whose Bid is accepted, to deliver the entire quantity or when it is considered that the subject matter of procurement to be procured is of critical and vital nature, in such cases, the quantity may be divided between the Bidder, whose Bid is accepted and the second lowest Bidder or even more Bidders in that order, in a fair, transparent and equitable manner at the rates of the Bidder, whose Bid is accepted.

OOH Conventional

| Sl. No. | City | Location | Media Vehicle | Nos. | Width in ft | Type | Height in ft | Area in sq ft | No. of Days | Net Cost of the advt/s | Agency Service Charges /fee | Gross cost (Col 11+12) | Gross Cost for additional 1 month |
|---------|-------|---|---------------|------|-------------|------|--------------|---------------|-------------|------------------------|-----------------------------|------------------------|-----------------------------------|
| 1 | 2 | 3 | 4 | 5 | 7 | 6 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 1 | Delhi | Gurudwara Bangla Sahib , Baba Kharak Singh Marg | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 2 | Delhi | Mandi House | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 3 | Delhi | North Avenue | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 4 | Delhi | Jaipur House | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 5 | Delhi | Patiala House-Tilak Marg | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 6 | Delhi | S.N.Depot | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 7 | Delhi | INA Colony-Aurobindo Marg | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 8 | Delhi | National Museum-Janpath | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 9 | Delhi | Prithvi Raj Road, Prithvi Raj xing | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 10 | Delhi | Teen Murti, South Avenue | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 11 | Delhi | PS Chanakyapuri-Teen Murti Road | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 12 | Delhi | Ashoka Hotel,Vinay Marg | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 13 | Delhi | Central School | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 14 | Delhi | IIT Gate Outer Ring Road, IIT Gate (IIT Telephone Exchange) | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |

| | | | | | | | | | | | | | |
|----|-------|-------------------------------------|----------------|---|---------|----|---------|-----|----|--|--|--|--|
| 15 | Delhi | Vasant Vihar Outer Ring Road | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 16 | Delhi | South Ex Ring Road | Bus Shelter | 1 | Various | BL | Various | 260 | 30 | | | | |
| 17 | Delhi | MG Road, Lado Sarai Crescent Mall | Bus Shelter | 1 | Various | BL | Various | 113 | 30 | | | | |
| 18 | Delhi | New Friends Colony | Bus Shelter | 1 | Various | BL | Various | 207 | 30 | | | | |
| 19 | Delhi | Sarita Vihar Mathura Road | Bus Shelter | 1 | Various | BL | Various | 207 | 30 | | | | |
| 20 | Delhi | Karol Bagh Metro Station | Platform Panel | 2 | 10 | BL | 5 | 100 | 30 | | | | |
| 21 | Delhi | Rajouri Garden Metro Station | Platform Panel | 2 | 10 | BL | 5 | 100 | 30 | | | | |
| 22 | Delhi | Netaji Subhash Metro Station | Platform Panel | 2 | 10 | BL | 5 | 100 | 30 | | | | |
| 23 | Delhi | Kashmere Gate Metro Station | Platform Panel | 2 | 10 | BL | 5 | 100 | 30 | | | | |
| 24 | Delhi | Shahdra | Platform Panel | 2 | 10 | BL | 5 | 100 | 30 | | | | |
| 25 | Delhi | Rohini | Platform Panel | 2 | 10 | BL | 5 | 100 | 30 | | | | |
| 26 | Delhi | Kanehya Nagar | Platform Panel | 2 | 10 | BL | 5 | 100 | 30 | | | | |
| 27 | Delhi | Vidhan Sabha | Billboard | 1 | 20 | FL | 7 | 140 | 30 | | | | |
| 28 | Delhi | Civil Lines | Billboard | 1 | 20 | FL | 7 | 140 | 30 | | | | |
| 29 | Delhi | Sanjay Lake , NH-24 | Unipole | 1 | 20 | FL | 8 | 160 | 30 | | | | |
| 30 | Delhi | Opp.Petrol pump Nr.Hari Nagar Depot | Unipole | 1 | 20 | FL | 8 | 160 | 30 | | | | |
| 31 | Delhi | Gulabi Bagh,Vaishno Devi mandir | Unipole | 1 | 20 | FL | 8 | 160 | 30 | | | | |
| 32 | Delhi | Dilshad Garden | Unipole | 1 | 20 | FL | 8 | 160 | 30 | | | | |
| 33 | Delhi | Inder Lok | Unipole | 1 | 20 | FL | 8 | 160 | 30 | | | | |

| | | | | | | | | | | | | | |
|-----|--------|--|-------------|----|---------|---------|---------|---|----|--|--|--|--|
| 33A | Delhi | Various at prominent places-1-Bharti Nagar(mehrishi Raman Mag) 2-Parlm Street Behind LIC Bldg, 3-Satya Marg, 4-Kakanagar (Dr Z H Marg), 5-Humanyun Road, 6-Niti Marg Opp Nehru Park, 7-Claridges Hotel (tees Jan Marg) 8-INA Market 9-Bhagwan Dass Road 10-South Block opp gate no 10 Rashtrapati Bhawan | Utilities | 10 | Various | Various | Various | Various(ranging from 106 sq ft to 290 approx) | 30 | | | | |
| 34 | Mumbai | CST DM Road Opp. TIMES of India | Bus Shelter | 1 | Various | | 225 | 30 | | | | | |
| 35 | Mumbai | Nariman Point | Bus Shelter | 1 | Various | | 225 | 30 | | | | | |
| 36 | Mumbai | Haji Ali | Bus Shelter | 1 | Various | | 225 | 30 | | | | | |
| 37 | Mumbai | Mahalaxmi Station | Bus Shelter | 1 | Various | | 225 | 30 | | | | | |
| 38 | Mumbai | Worli door Darshan | Bus Shelter | 1 | Various | | 225 | 30 | | | | | |
| 39 | Mumbai | Lower Parel Phonix | Bus Shelter | 1 | Various | | 225 | 30 | | | | | |
| 40 | Mumbai | Worli Glaxo | Bus Shelter | 1 | Various | | 225 | 30 | | | | | |
| 41 | Mumbai | Bandra Kherwadi Chetna College | Bus Shelter | 1 | Various | | 500 | 30 | | | | | |
| 42 | Mumbai | Vile Parle Hanuman Nagar | Bus Shelter | 1 | Various | | 500 | 30 | | | | | |
| 43 | Mumbai | Jogeshwari Shankar Wadi | Bus Shelter | 1 | Various | | 500 | 30 | | | | | |

| | | | | | | | | | | | | | |
|----|---------|--|----------------|---|-------------|----|----|-----|----|--|--|--|--|
| 44 | Mumbai | Goregaon Virvani Colony | Bus Shelter | 1 | Various | | | 500 | 30 | | | | |
| 45 | Mumbai | Malad Ban Dongari | Bus Shelter | 1 | Various | | | 500 | 30 | | | | |
| 46 | Mumbai | Juhu Chandan Cinema PVR | Bus Shelter | 1 | Various | | | 225 | 30 | | | | |
| 47 | Mumbai | Andheri W Abhishek Society | Bus Shelter | 1 | Various | | | 225 | 30 | | | | |
| 48 | Mumbai | Jgeshwari Bangur Near Police Chowky | Bus Shelter | 1 | Various | | | 225 | 30 | | | | |
| 49 | Mumbai | Goregaon Depot After Mega Mall | Bus Shelter | 1 | Various | | | 225 | 30 | | | | |
| 50 | Mumbai | Kandivali Telephone Exchange | Bus Shelter | 1 | Various | | | 225 | 30 | | | | |
| 51 | Mumbai | Walkeshwar White House | Bus Shelter | 1 | Various | | | 225 | 30 | | | | |
| 52 | Kolkata | Near Town/ Haldiram's crossing | Bus Shelter | 1 | 47x6 , 30x6 | | | 462 | 30 | | | | |
| 53 | Kolkata | VIP Road | Bus Shelter | 1 | 47x6 , 30x6 | | | 462 | 30 | | | | |
| 54 | Kolkata | Jatin Dass Park Metro Station | Hoarding | 1 | 20 | FL | 10 | 200 | 30 | | | | |
| 55 | Kolkata | Tollyganj | Hoarding | 1 | 20 | BL | 10 | 200 | 30 | | | | |
| 56 | Kolkata | Near Ultadanga (Back to Back) | Unipole | 1 | 12 | BL | 8 | 192 | 30 | | | | |
| 57 | Kolkata | Kaikhali (Back to Back) | Unipole | 1 | 12 | BL | 8 | 192 | 30 | | | | |
| 58 | Kolkata | Teghoria / V.I.P. Road - AFTER DUM DUM PARK; (Back to Back) | Unipole | 1 | 12 | BL | 8 | 192 | 30 | | | | |
| 59 | Kolkata | Before Bangur (Back to Back) | Unipole | 1 | 12 | BL | 8 | 192 | 30 | | | | |
| 60 | Kolkata | Gariahat | Traffic Signal | 1 | Various | | | 480 | 30 | | | | |
| 61 | Kolkata | V.I.P. Road - Golaghata, | Unipole | 1 | 24 | NL | 8 | 192 | 30 | | | | |

| | | | | | | | | | | | | | |
|----|-----------|--|-------------|---|----------------------|----|---------|-----|----|--|--|--|--|
| 62 | Bangalore | Rajajinagar | Bus Shelter | 1 | Various | BL | Various | 360 | 30 | | | | |
| 63 | Bangalore | Kendriya Sadana ,Koramangala. | Bus Shelter | 1 | Various | BL | Various | 360 | 30 | | | | |
| 64 | Bangalore | Lalbagh West Gate | Bus Shelter | 1 | Various | BL | Various | 360 | 30 | | | | |
| 65 | Bangalore | D'Souza circle, Richmond road, | Bus Shelter | 1 | Various | BL | Various | 360 | 30 | | | | |
| 66 | Bangalore | White Field . | Bus Shelter | 1 | Various | BL | Various | 360 | 30 | | | | |
| 67 | Bangalore | Marathahalli Bridge . | Bus Shelter | 1 | Various | BL | Various | 360 | 30 | | | | |
| 68 | Bangalore | Soul Arena Space Mall , Outer Ring Road. | Bus Shelter | 1 | Various | BL | Various | 360 | 30 | | | | |
| 69 | Bangalore | Hebbal | Bus Shelter | 1 | Various | BL | Various | 360 | 30 | | | | |
| 70 | Bangalore | Yelahanka | Bus Shelter | 1 | Various | BL | Various | 360 | 30 | | | | |
| 71 | Ahmedabad | Sola Cross road | Bus Shelter | 1 | Various | | | 655 | 30 | | | | |
| 72 | Ahmedabad | Pragati Nagar | Bus Shelter | 1 | Various | | | 655 | 30 | | | | |
| 73 | Ahmedabad | Manekbaugh | Bus Shelter | 1 | Various | | | 655 | 30 | | | | |
| 74 | Ahmedabad | Jashoda Nagar | Bus Shelter | 1 | Various | | | 655 | 30 | | | | |
| 75 | Ahmedabad | Raipur Darwaja | Bus Shelter | 1 | Various | | | 655 | 30 | | | | |
| 76 | Ahmedabad | Astodia Chakla | Bus Shelter | 1 | Various | | | 655 | 30 | | | | |
| 77 | Surat | Collector Office BQS | Bus Shelter | 1 | 24x6, 4x6, 3x6, 15x3 | | | 250 | 30 | | | | |
| 78 | Surat | Makkaipool Rangupwan BQS | Bus Shelter | 1 | 12x6, 4x6 | | | 250 | 30 | | | | |
| 79 | Surat | Udhna Darwaja Center Point BQS | Bus Shelter | 1 | 25x6, 3x6, 3x6, 15x3 | | | 250 | 30 | | | | |
| 80 | Surat | Bhatar Rd Uma Bhavan BQS | Bus Shelter | 1 | 23x5, 4x5, 4x6, 15x3 | | | 250 | 30 | | | | |

| | | | | | | | | | | | |
|----|---------|---------------------------------|--------------|------------|----------------|-----|----|---------------|--|--|--|
| 81 | Surat | Ghod Dod Rd Poddar BQS | Bus Shelter | 1 | 12x6, 4x6 | 250 | 30 | | | | |
| 82 | Lucknow | Alambagh Church | Bus Shelter | 1 | 8x6, 21x6,8x6 | 222 | 30 | | | | |
| 83 | Lucknow | Nishatganj | Bus Shelter | 1 | 8x5, 20x5, 8x5 | 180 | 30 | | | | |
| 84 | Lucknow | Lakhraj market | Bus Shelter | 1 | 8x5, 20x5, 8x5 | 180 | 30 | | | | |
| 85 | Lucknow | HAL | Bus Shelter | 1 | 8x5, 20x5, 8x5 | 180 | 30 | | | | |
| 86 | Lucknow | Conventional Center | Bus Shelter | 1 | 8x5, 20x5, 8x5 | 180 | 30 | | | | |
| 87 | Lucknow | Indira Nagar D Block | Bus Shelter | 1 | 8x6, 21x6,8x6 | 222 | 30 | | | | |
| 88 | Lucknow | Rajajipuram tempo stand Exit | Bus Shelter | 1 | 8x6, 21x6,8x6 | 222 | 30 | | | | |
| | | | Total | 105 | | | | 23000 | | | |
| | | | | | | | | approx | | | |

decide the matter .The bidder should indicate availability related information in bid, if required

Airport Branding:

Sizes in feet/Square feet

| Sl. No. | City | Location | Media Vehicle | Nos. | Type | Width | Height | Area | Days | Net Cost of the advt | Agency Service Charges /fee | Gross cost (Col 11+12) | Goss Cost for additional advertising for 1 month |
|---------|-----------|--|---------------------|------|------|-------|--------|------|------|----------------------|-----------------------------|------------------------|--|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 1 | Ahmedabad | Domestic Departure-Security Hold Area | Wall Panel | 1 | BL | 12 | 4 | 48 | 60 | | | | |
| 2 | Ahmedabad | Domestic Arrivals – Baggage Claim Area | Free Standing Panel | 1 | BL | 20 | 4 | 80 | 60 | | | | |
| 3 | Goa | Domestic Departure - Check In Area | Free Standing Panel | 1 | BL | 10 | 5 | 50 | 60 | | | | |
| 4 | Goa | Domestic Departures - Check In Area | Translite | 1 | BL | 12 | 3.5 | 42 | 60 | | | | |
| 5 | Goa | Domestic Departures - Security Hold Area | Translite | 1 | BL | 10 | 3.5 | 35 | 60 | | | | |
| 6 | Goa | Domestic Arrivals - Baggage Claim Area | Translite | 1 | BL | 12 | 3.5 | 42 | 60 | | | | |
| 7 | Goa | Domestic Arrivals - Baggage Claim Area | Free Standing Panel | 1 | BL | 12 | 4 | 48 | 60 | | | | |
| 8 | Delhi | T1 Departures | Unipole | 1 | FL | 40 | 20 | 800 | 60 | | | | |

| | | | | | | | | | | | | | |
|----|-----------|---|---|------------|-----|------------------|-------|-------|----|--|--|--|--|
| 10 | Delhi | T3 Domestic departure | Digital Screens | 63 | LED | 65"(inc h) | | | 30 | | | | |
| 11 | Delhi | international arrival | Double Sided Translite at baggage belts | 5 | FL | 16 | 4 | 64 | 60 | | | | |
| 12 | Delhi | Domestic Departure | Video Wall | 1 | LED | 3840pw | 720ph | | 30 | | | | |
| 13 | Cochin | Domestic Arrivals - Baggage Claim Area | Translite | 1 | BL | 21 | 7 | 147 | 60 | | | | |
| 14 | Cochin | Domestic Arrivals - Baggage Claim Area | Double Sided Translite | 1 | BL | 14 | 7 | 147 | 60 | | | | |
| 15 | Mumbai | T1B Arrival | Hanging Panel | 1 | AL | 30 | 13 | 390 | 60 | | | | |
| 16 | Mumbai | Common arrival | Baggage belt digital | 48 screens | LED | 55" inch | | | 60 | | | | |
| 17 | Bangalore | Domestic Departure | video Wall | 1 | FL | 20 | 10 | 200 | 30 | | | | |
| 18 | Bangalore | Common arrival | Bill Board MER 09B | 1 | FL | 60 | 20 | 1200 | 60 | | | | |
| 19 | Bangalore | Departure-Check in Hall before security check | 17 inches Digital Screens | 10 | LED | 17 inch vertical | | | 60 | | | | |
| 19 | Bangalore | Location | Lightbox | 1 | FL | 9.8 | 4.26 | 41.74 | 60 | | | | |
| 20 | Hyderabad | Baggage Domestic Arrival | Wall Mount | 1 | FL | 20 | 7 | 140 | 60 | | | | |
| 21 | Hyderabad | security hold area | Wall Mount-Mullion | 1 | BL | 24 | 6 | 144 | 60 | | | | |
| 22 | Hyderabad | security hold area | binnacle | 1 | BL | 10 | 5 | 50 | 60 | | | | |
| 23 | Chennai | Domestic Departures - Check In Area | Ambilit display | 1 | AL | 36 | 6 | 216 | 30 | | | | |

TV National and Regional

| Channel | Time band | Days | Total FCTs | Net Cost of the FCTs in Rupee | Agency Service charges/Fee | Gross Cost(col 10+11) | Gross cost of additional additional per 10 second (for additional buy, if required) |
|------------|-----------------|------------------|------------|-------------------------------|----------------------------|-----------------------|---|
| 1 | 2 | 3 | 9 | 10 | 11 | 12 | |
| ABP News | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| IBN 7 | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| Aaj Tak | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| NDTV India | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| Zee News | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| CNBC Awaaz | 0900 - 1700 Hrs | Monday to Friday | 14,400 | | | | |
| Times Now | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| CNN IBN | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| CNBC TV 18 | 0900 - 1700 Hrs | Monday to Friday | 14,400 | | | | |
| Zee Cinema | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |

| | | | | | | | |
|---------------------------|-----------------|----------------|-------|--|--|--|--|
| Set Max | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| Sony TV | 2000 - 2100 Hrs | All days | 1350 | | | | |
| | 2100 - 2200 Hrs | All days | 1350 | | | | |
| Zee Café | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| Bindaas | 2000 - 2400 Hrs | All days | 10980 | | | | |
| History | 1200 - 2400 Hrs | Fri, Sat. Sun. | 10980 | | | | |
| Discovery | 1200 - 2400 Hrs | | 10980 | | | | |
| Star Gold | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| India TV | 2000 - 2100 Hrs | All days | 1650 | | | | |
| | 2100 - 2200 Hrs | All days | 1650 | | | | |
| Star Plus | 2000 - 2100 Hrs | All days | 1350 | | | | |
| | 2100 - 2200 Hrs | All days | 1350 | | | | |
| Zee TV | 2000 - 2100 Hrs | All days | 1350 | | | | |
| | 2100 - 2200 Hrs | All days | 1350 | | | | |
| Zindagi | 2000 - 2100 Hrs | All days | 900 | | | | |
| | 2100 - 2200 Hrs | All days | 900 | | | | |
| National Geography | 1200 - 2400 Hrs | Fri, Sat. Sun. | 10980 | | | | |
| Star World HD | 2000 - 2100 Hrs | All days | 2100 | | | | |
| | 2100 - 2200 Hrs | All days | 2100 | | | | |
| Colors | 2000 - 2100 Hrs | All days | 600 | | | | |
| | 2100 - 2200 Hrs | All days | 600 | | | | |

| | | | | | | | |
|----------------------------|-----------------|------------------|---------------|--|--|--|--|
| ET NOW | 0900 - 1700 Hrs | Monday to Friday | 14,400 | | | | |
| & TV | 2000 - 2100 Hrs | All days | 1350 | | | | |
| | 2100 - 2200 Hrs | All days | 1350 | | | | |
| Travel & Living | 0900 - 1700 Hrs | All days | 2100 | | | | |
| Travel XP | 1200 - 2400 Hrs | Fri, Sat. Sun. | 10980 | | | | |
| NDTV Good Times | 1200 - 2400 Hrs | Fri, Sat. Sun. | 10980 | | | | |
| TOTAL | | | 178680 | | | | |

Regional Channel

| Channel | Time band | Days | Total FCTs | Net Cost of the FCTs | Agency Service charges/Fee | Gross Cost(col 10+11) | Gross cost of additional additional per 10 second (for additional buy, if required) |
|----------------------|------------------|-------------|-------------------|-----------------------------|-----------------------------------|------------------------------|--|
| 1 | 2 | 3 | 9 | 10 | 11 | 12 | |
| Zee 24 Ghanta | 2000 - 2100 Hrs | All Day | 2100 | | | | |
| | 2100 - 2200 Hrs | All Day | 2100 | | | | |
| ABP ANANDA | 2000 - 2100 Hrs | All Day | 2100 | | | | |
| | 2100 - 2200 Hrs | All Day | 2100 | | | | |
| IBN Lokmat | 2000 - 2100 Hrs | All Day | 2100 | | | | |
| | 2100 - 2200 Hrs | All Day | 2100 | | | | |
| Zee 24 Taas | 2000 - 2100 Hrs | All Day | 2100 | | | | |
| | 2100 - 2200 Hrs | All Day | 2100 | | | | |

| | | | | | | | |
|------------------------|-----------------|---------|---------------|--|--|--|--|
| Zee Marathi | 2000 - 2100 Hrs | All Day | 2100 | | | | |
| | 2100 - 2200 Hrs | All Day | 2100 | | | | |
| Colors Gujarati | 2000 - 2100 Hrs | All Day | 1350 | | | | |
| | 2100 - 2200 Hrs | All Day | 1350 | | | | |
| TOTAL | | | 23,700 | | | | |

Note- The Department will approve the final scheduling for TV channels after award of the contract

| Publication - India | | | | | | | |
|----------------------------|---|-------------|---------------|------------------------|-----------------------------|----------------------|---------------------------------------|
| S.No. | Publication | Ad Size | Number of Ads | Net Cost of the advt/s | Agency Service Charges /fee | Gross cost (Col 5+6) | Gross Cost for additional 1 page advt |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1. | Conde Nast Traveller | Single Page | 6 | | | | |
| 2. | Lonely Planet | Single Page | 6 | | | | |
| 3. | National Geographic Traveller India | Single Page | 9 | | | | |
| 4 | The Taj (Magazine of Taj group of Hotels) | Single Page | 9 | | | | |
| 5 | Outlook Traveller | Single Page | 9 | | | | |
| 6 | Jet Wings- Jet Air | Single Page | 9 | | | | |
| 7 | Hello 6E- Indigo | Single Page | 9 | | | | |
| 8 | Spice Route- Spice Jet | Single Page | 9 | | | | |
| 9 | Go Getter-Go Air | Single Page | 9 | | | | |
| 10 | Shubh Yatra- Air India | Single Page | 9 | | | | |
| 11 | Railbandhu- Railway | Single Page | 6 | | | | |
| Total | | | 90 | | | | |

The Deptment may release double spread ads if required

RADIO FM- 9 Cities

FM Radio (20 days campaign in 9 major cities)

| S.No. | City | Station | FCT seconds | Time band: 2520 sec in 830 AM-12 PM ,2520 seconds in 5PM-9PM band | | Net Cost of the FCTs in Rupee | Agency Service charges/Fee | Gross Cost(col 9+10) | Gross cost of additional additional per 10 second (for additional buy, if required) |
|-------|------------|--------------|-------------|---|--|-------------------------------------|----------------------------------|----------------------------|--|
| 1 | Ahmedabad | Radio Mirchi | 5040 | | | | | | |
| | | MY FM | 5040 | | | | | | |
| 2 | Delhi | Radio City | 5040 | | | | | | |
| | | Radio Mirchi | 5040 | | | | | | |
| 3 | Mumbai | Radio City | 5040 | | | | | | |
| | | Radio Mirchi | 5040 | | | | | | |
| 4 | Chennai | Radio Mirchi | 5040 | | | | | | |
| | | Suryan FM | 5040 | | | | | | |
| 5 | Bangalore | Radio City | 5040 | | | | | | |
| | | Red FM | 5040 | | | | | | |
| 6 | Hyderabad | Radio City | 5040 | | | | | | |
| | | Big FM | 5040 | | | | | | |
| 7 | Kolkata | Big FM | 5040 | | | | | | |
| | | Radio Mirchi | 5040 | | | | | | |
| 8 | Chandigarh | Big Fm | 5040 | | | | | | |
| | | My FM | 5040 | | | | | | |
| 9 | Goa | Radio Indigo | 5040 | | | | | | |
| | | Radio Mirchi | 5040 | | | | | | |
| Total | | | 90720 | | | | | | |

Multiplexes/Digital Screens

Multiplex/Digital Screen Advt.

| Number of Cities | Number of Multiplex /Digital Screens | Total FCT seconds in primetime | Net Cost of the FCTs in Rupee | Agency Service charges/Fee | Gross Cost(col 9+10) | Gross cost of additional additional per 10 second (for additional buy, if required) |
|------------------|--------------------------------------|--------------------------------|-------------------------------|----------------------------|----------------------|---|
| | | | | | | |
| 15-20 | 500 | 8000000 | | | | |

Note- Cities could be Delhi-NCR, Mumbai, Kolkata, Chennai, Mumbai, Pune, Nagpur, Bhopal, Bangalore, Hyderabad, Cochi, Goa, Kanpur, Lucknow, Agra, Allahabad, Surat, Ahmedabad, Rajkot, Guwahati, Chandigarh, cities /places in Rajasthan. Final screens will be identified after award of contract.

Publication International

| Publications | | | | | | | |
|---------------------|-----------------------------|----------------|----------------------|-------------------------------|------------------------------------|-----------------------------|--|
| S.No. | Publication | Ad Size | Number of Ads | Net Cost of the advt/s | Agency Service Charges /fee | Gross cost (Col 5+6) | Gross Cost for additional 1 page advt |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1 | NGT China | Full Page | 2 | | | | |
| 2 | High Life - British Airways | Full Page | 2 | | | | |
| 3 | Sky- Delta Airlines | Full Page | 2 | | | | |
| 4 | Lufthansa | Full Page | 2 | | | | |
| 5 | Bon Voyage- Air France | Full Page | 2 | | | | |
| 6 | Etihad Inflight | Full Page | 2 | | | | |
| 7 | Bloomberg Persuits | Full Page | 2 | | | | |
| 8 | Wings Of Chian- Air China | Full Page | 2 | | | | |
| | | Total | 16 | | | | |

Newspaper

Sheet 9- Newspapers:

1356 sq mt in Times of India editions and 800 sq cm in rest of the following newspapers and their editions:

| Newspaper | Editions | Net Cost of the advt | Agency Service Charges /fee | Gross cost (Col 3+4) | Cost for additional advertising |
|---------------------|-----------------|-----------------------------|------------------------------------|-----------------------------|--|
| 1 | 2 | 3 | 4 | 5 | 6 |
| Times of India | Delhi, | | | | |
| | Mumbai, | | | | |
| | Kolkata, | | | | |
| | Bangalore, | | | | |
| | Pune, | | | | |
| | Chandigarh, | | | | |
| | Lucknow | | | | |
| Hindustan Times | Delhi, | | | | |
| | Mumbai | | | | |
| Indian Express | Delhi | | | | |
| The Hindu | Chennai | | | | |
| The Telegraph | Kolkata | | | | |
| Divya Bhaskar | Ahmedabad, | | | | |
| | Surat, | | | | |
| | Rajkot | | | | |
| Gujarat Samachar | Ahmedabad, | | | | |
| | Surendranagar, | | | | |
| Sandesh | Baroda | | | | |
| Navbharat Times | Delhi, | | | | |
| | Lucknow | | | | |
| The Tribune | Chandigarh | | | | |
| Anand Bazar Patrika | Kolkata | | | | |

| | | | | | |
|--------------------|--------------------|--|--|--|--|
| Thanthi | Chennai | | | | |
| Vijay Karnataka | Bangalore | | | | |
| Navhind Times | Goa | | | | |
| O Heraldo | Goa | | | | |
| Sakshi | Hyderabad | | | | |
| Mathrubhu mi | Kochi | | | | |
| | TOTAL (Rs.) | | | | |

International Inflight TV

| S.No. | Airlines | Ad type | Number of Ads | Unit | Campaign Duration | Net Cost of the advt/s | Agency Service Charges /fee | Gross cost (Col 5+6) | Gross Cost per unit for additional advt |
|-------|-------------------|---|--------------------------------|---|-------------------|------------------------|-----------------------------|----------------------|---|
| 1 | 2 | 3 | 4 | | | 5 | 6 | 7 | 8 |
| 1 | Etihad Airways- | Multi Channel/Pre Roll ad of 30 second. Advt forced played on All screens before Etihad's landing full sight & sound in cabin- cannot be shut or forwarded, | average 18 lac views per month | 1 month on all long haul flights | 1 month | | | | |
| 2 | American Airlines | NBC Universal embedded ad- seatback, 2X30 second videos, Long haul flights | average reach 9 lac per month | 1 month on all long haul | 1 month | | | | |
| 3 | British Airways | 30 second Video spot one month- Daily News prog- Must see. Long haul flights | Average reach 6 lac per month | 1 month on all long haul | 1 month | | | | |
| 4 | Swiss Air | Long Haul- 30 second Video spot with Video magazine on individual screens- one month Short Haul- 30 second Video spot mute on common screen with Video magazine- one month | Average reach 10 lac per month | 1 month on all long haul and short haul flights | 1 month | | | | |
| | | | Total | | | | | | |

Digital
National

Inventory
split -
Platform
wise
consumpti
on:
Facebook
and
Instagram-
70 % on
mobile

| Genre | Site | Ad Type | Placement/ Targeting | Size in mm, where applicable | Type of buy | Duration (This time span is indicative, exact scheduling and consumpti on to be done after award of contract) | Expected Exposures | Likes /Clicks/Rea ch etc (whichever Unit applies) | Net Cost of the advt/s | Agency Service Charges /fee | Gross cost (Col 9+10) | Gross Cost for additional advertisin g (pl specify per cost/unit, specify unit also) |
|-------|------|---------|-------------------------|------------------------------------|----------------|--|-----------------------|---|------------------------------|--------------------------------------|-----------------------------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

| | | | | | | | | | | | | |
|--------|----------|----------------|---|---|---------------|-------------|---|---------|--|--|--|--|
| Social | Facebook | Page Likes | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | 1200x444 | Cost per like | 90-120 days | - | 200,000 | | | | |
| | Facebook | Carousel | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | Videos 15/20 sec | CPCV | 90-120 days | - | 100,000 | | | | |
| | Facebook | Post promotion | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | Link of the post 3-4 posts in a week | CPC | 90-120 days | - | 200,000 | | | | |

| | | | | | | | | | | | |
|-----------|------------------|--|------------|------|-------------|---|---------|--|--|--|--|
| Facebook | Video ads | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | Video Link | CPCV | 90-120 days | - | 400,000 | | | | |
| Facebook | Remarketing | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | 1200x628 | CPC | 90-120 days | - | 75,000 | | | | |
| Instagram | Click to website | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | 1080x1080 | CPC | 90-120 days | - | 200,000 | | | | |

| | | | | | | | | | | | |
|----------------|----------------------------|--|----------------------|----------------|-------------|-----------|-----------------------|--|--|--|--|
| Twitter | Hashtag Trending Activity | Worldwide Targeting 6000 Conversations | 6000 Conversations | 1 day trending | 2 days | - | expected reach 100000 | | | | |
| Youtube | Video Views | Travel & Tourism related keywords categories, topics, | 30 sec Skippable | CPCV | 90-120 days | - | 100,000 | | | | |
| Youtube | Video Views | Inventory buy based on Rajasthan Travel & Tourism related keywords | 15 sec non skippable | CPCV | 90-120 days | - | 120,000 | | | | |
| Google | Remarketing | Travel & Tourism related keywords categories, topics, | ad copy & banners | CPC | 90-120 days | - | 100,000 | | | | |
| Google | Display ads | Travel , OTA's , Tourism sites only | St banners | CPC | 90-120 days | - | 100,000 | | | | |
| Times of India | Billboard wih Video banner | ROS | 980x200 | CPM | 90 Days | 4,500,000 | - | | | | |

| | | | | | | | | | | | | | |
|----------------|---|-----------------------------|---|--------------------|-------|-------------------------|---------------------------------------|--------|--|--|--|--|--|
| News/Reac h | Times of India | Largest Interstitial | HP | 1320X570 | Fixed | 2 Days | 4-5 lac average veiwers a day | - | | | | | |
| | Times of India | MREC expando | Homepage +ROS | 300X250 expandable | CPM | 24 Days (Sat, Sun only) | 6,000,000 | - | | | | | |
| | Times of India | Photo/Video gallery | 1 day on HP, 10 days inside | NA | Fixed | 3+30 days | 1 million impression per time average | | | | | | |
| | TOI/ET Mobile App & WAP | MREC banner | Mobile App, iOS, WAP | 300X250 | CPM | 90 Days | 60 lac | 60,000 | | | | | |
| | NBT/ MT/VK / Eisamay / NGS / Samayam (Tamil, Telugu , Malyalam) | Largest Interstitial | Homepage | 1320X570 | Fixed | 2 Day per website | 5,500,000 | - | | | | | |
| | Economic Times | Mrec Expando | HP + ROS | 300x250 expandable | CPM | 90 Days | 6,000,000 | - | | | | | |
| | Economic Times | Largest Interstitial | HP | 1320X570 | Fixed | 3 days | 3-4 lac average veiwers a day | | | | | | |
| | NBT/ MT/VK / Eisamay / NGS / Samayam (Tamil, Telugu , Malyalam) | Native Click based campaign | HP + ROS all platforms desktop, App and WAP | NA | CPC | 90 Days | - | 10,000 | | | | | |

| | | | | | | | | | | | | | |
|------------------------|------------------------|--|--|-----------------------------------|----------------|----------|-----------|---|---|--|--|--|--|
| | India Today (WAP +App) | Interstitial | HP+ROS | 320X480 | CPM | 120 days | 9,000,000 | - | | | | | |
| | Indiatoday (WAP +App) | Static | HP+ROS | 320X50 | CPM | 120 days | 9,000,000 | - | | | | | |
| | Indiatoday (WAP +App) | Native | HP+ROS | 320X250 | CPM | 90 Days | 6,000,000 | - | | | | | |
| Video on Demand portal | Hotstar(Web & Mobile) | 30-60 sec Video ads with TV Shows & Movies | with most popular TV Shows/movies, non skippable (clickable to DoT site) | standard | Fixed property | 1 month | 1,000,000 | | | | | | |
| | Hotstar(Web & Mobile) | upto 60 sec Video Ads with TV Shows | Masthead, Homepage, to be run with most popular TV shows | Wednesday (2) | Fixed property | 2 days | 8000000 | | - | | | | |
| | Yatra | Display Banners | Homepage & Hotels Page | 1024 x 300 Fixed Banner (100%SOV) | | 5 days | Fixed | | | | | | |

| | | | | | | | | | | | | | |
|----------------------|------------|------------------------------------|--|---|----------------------------|-------------|---|--|--|--|--|--|--|
| | Yatra | Display Banners | Domestic Holiday - Rajasthan Fixed Banner + Destination Highlights | 728x90 Fixed Banner - (100%SOV) | | 1 month | Fixed | | | | | | |
| | Yatra | Emailers | (Metros; Frequent Travellers) | 600width x length | | 90-120 days | 500000 database | | | | | | |
| | Travelguru | Display Banners | Homepage + ROS | 300x250 | CPM | 90-120 days | 15 lac | | | | | | |
| | Travelguru | EDM | Emailers | 600width x length | | 90-120 days | 7.5 lac database | | | | | | |
| Content publications | HolidayIQ | St banners, mailers, stories/blogs | HP & ROS | 10 lac St banners, 5 lac mailers, 6 blogs | CPM (for standard banners) | 90-120 days | 10 lac Standard banners, 5 lac EDMs, 6 blogs/stories with native ad/embedded video, view/reach of each story/blog min 1 lac | | | | | | |

| | | | | | | | | | | | |
|---------|---|----------|---|-------|-------------|---|---|--|--|--|--|
| Tripoto | Leaderboard articles with other collaterals | HP & ROS | 6 articles/stories (Supported by Banner ads/Native ads- diversible to Deptt website, 15 lac EDMs to database, social media promotion on own pages and ensured views/reach of 1 lac per story minimum), embedding 3 videos of 30 sec in video trip gallery | Fixed | 90-120 days | - | - | | | | |
|---------|---|----------|---|-------|-------------|---|---|--|--|--|--|

| | | | | | | | | | | | |
|--------------------|---|----------|---|-------|-------------|---|---|--|--|--|--|
| Storypick | Leaderboard articles with other collaterals | HP & ROS | 6 stories/ articles with native ad ,Push on social properties of portal, EDMs to database and ensured view/reach of 1 lac minimum | Fixed | 90-120 days | | | | | | |
| ScoopWhoop | Leaderboard articles with other collaterals | HP & ROS | 6 Stories/articles with Native ads/video embeddin, social media promotion on portal pages and ensured min. view/reach of 1 lac each story | Fixed | 90-120 days | - | - | | | | |
| Grand Total | | | | | | | | | | | |

| | | | | | | | | | | | | | |
|--------|-----------|----------------------------------|------------------|---|--------------------------------------|---------------|--------------|---|--------|--|--|--|--|
| Social | Facebook | As per suggested inventory split | Page Likes | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | 1200x444 | Cost per like | 90 -120 days | - | 50,000 | | | | |
| | Facebook | As per suggested inventory split | Click to website | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | 1200x628 | CPC | 90 -120 days | - | 50,000 | | | | |
| | Facebook | As per suggested inventory split | Carousel | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | Videos 15 sec | CPC | 90 -120 days | - | 50,000 | | | | |
| | Facebook | As per suggested inventory split | Post promotion | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | Link of the post 3-4 posts in a week | CPC | 90 -120 days | - | 50,000 | | | | |
| | Facebook | As per suggested inventory split | Remarketing | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | 1200x628 | CPC | 90 -120 days | - | 80,000 | | | | |
| | Instagram | As per suggested inventory split | Click to website | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | 1080x1080 | CPC | 90 -120 days | - | 50,000 | | | | |

| | | | | | | | | | | | | | |
|-----------------|----------------------|---|---|---|---------------------------|----------------|--------------|-----------|---------|--|--|--|--|
| | Instagram | As per suggested inventory split | Carousel | Profile & Targeted newsfeed Age - 20 + All Adults , Travel & Tourism related Frequent travelers | 600x600 | CPC | 90 -120 days | - | 50,000 | | | | |
| | Twitter | As per suggested inventory split | Hashtag Trending Activity | Worldwide Targeting 6000 Conversations | 6000 Conversations | 1 day trending | 1 days | - | - | | | | |
| | Youtube | As per suggested inventory split | Video Views | Travel & Tourism related keywords categories, topics, | 15 sec non skippable | CPCV | 90 -120 days | - | 100,000 | | | | |
| | Google | As per suggested inventory split | Remarketing | Travel & Tourism related keywords categories, topics, | ad copy & banners | CPC | 90 -120 days | - | 50,000 | | | | |
| | Google | As per suggested inventory split | Display ads | Travel , OTA's , Tourism sites only | St banners | CPC | 90 -120 days | - | 50,000 | | | | |
| Travel - Impact | BBC Travel Web / WAP | Europe(excluding UK), US 50% each | Section sponsorships Behavioral targeting ads | Section sponsorships Behavioral targeting ads | banners | Package | 90 -120 days | 2,500,000 | - | | | | |
| | Expedia | US (70%), China(10%), S Korea(10%), Saudi Arabia(10%) | Responsive banners | Create a microsite within Expedia for the required destination | 300x250, 728x90 , 300x600 | CPM | 90 days | 1,500,000 | - | | | | |

Travel

| | | | | | | | | | | | | | |
|-------------------|--|--|--|--|---------|---------|-----------|---|--|--|--|--|--|
| Hotels.com | US (50%), UK (50%) | Responsive banners | Create a microsite within Expedia for the required destination | 300x250, 728x90 , 300x600 | CPM | 90 days | 1,000,000 | - | | | | | |
| Travelocity | US(60%), China(40%) | Responsive banners | Sponsorships & banner ads | Destination & Theme Store takeovers | Package | 90 days | 1,000,000 | - | | | | | |
| lastminute.com.au | Australia(70%), Singapore-US (15% each) | Responsive banners | Create a microsite within Expedia for the required destination | 300x250, 728x90 , 300x600 | CPM | 90 days | 500,000 | - | | | | | |
| WAYN | US, Iran, UK, S Africa (25% each) | Pre campaign Survey Profile pop up emailer High Impact placements Social Opinions loop | HP & ROS , emailer DB as per countries targeting | Pre campaign Survey Profile pop up emailer High Impact placements Social Opinions loop | Package | 90 days | 2,000,000 | - | | | | | |
| Travelchannel | USA | St banners | Banner Ads | Leaderboard 728 x 90 MPU 300x250 | CPM | 90 days | 500,000 | - | | | | | |
| Tripadvisor | US, UK, Germany, France, Australia IPs | Rajasthan Child page ownership | US, UK, Germany, France, Australia IPs | Page ownership | NA | 1 year | NA | | | | | | |

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|------------------|--------------------|---|------------|---------------------------------|---------------------------------|-----|---------|-----------|---|--|--|--|--|--|
| | Tripadvisor | As per suggested inventory split | St banners | HP & ROS South Asia sections | 300x250, 728x90 , 300x600 | CPM | 90 days | 2,500,000 | - | | | | | |
| | Passenger6A.com | As per suggested inventory split | St banners | Banner Ads ROS | 300x250, 728x90 , 300x600 | CPM | 90 days | 1,000,000 | - | | | | | |
| | Elite Traveler | US (70%), France Germany UK -10% each | St banners | St banners, half page | 300x250, 728x90 , 300x600 | CPM | 90 days | 2,000,000 | - | | | | | |
| | Viamichelin | France, Italy,US,Slo venia,Spain 20% each | St banners | St banners, half page | 300x250, 728x90 , 300x600 | CPM | 90 days | 1,500,000 | - | | | | | |
| | CNT Traveler | UK | St banners | HP & ROS | 300x250, 728x90 , 300x600 | CPM | 90 days | 1,000,000 | - | | | | | |
| | CNT Traveler | US | St banners | HP & ROS | 300x250, 728x90 , 300x600 | CPM | 90 days | 1,000,000 | - | | | | | |
| | CNNTraveler | US | St banners | HP & ROS | 300x250, 728x90 , 300x600 | CPM | 90 days | 1,500,000 | - | | | | | |
| Flights & travel | Airasiago | Singapore(50%), Malaysia, Thailand,In donesia, South Korea, Japan-10 %each | st banners | HP & ROS | 300x250, 728x90 , 300x600 | CPM | 90 days | 1,000,000 | - | | | | | |
| | Skyscanner US & UK | US 60%, UK 40% | St banners | S Asia/ India sections | | CPM | 60 days | 1,000,000 | - | | | | | |

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|--------------------|-----------------------|----------|-------------|-----------------|--|--|--------------------------|--|--|--|--|--|--|
| | Skyscanner US & UK | database | Newsletters | Database 10 lac | | | 2 blasts in two month | | | | | | |
| Grand Total | | | | | | | | | | | | | |