

**No. 130-ITPO(8)/PUB/PPI/2013**  
**INDIA TRADE PROMOTION ORGANISATION**  
**Notice inviting Tenders for TV Advertising**

India Trade Promotion Organisation (ITPO), Pragati Bhawan, Pragati Maidan, New Delhi-110001 invites sealed bids from reputed agencies authorised for booking spots for respective channel to be proposed for splice advertisement (Targeted TV Advtg.) to city specific audiences on leading National News Channels both in Hindi and English, for India International Printing & Packaging Fair, 2013 being organised by ITPO.

The spots will be of 10 seconds each. Estimated cost of job is Rs. 2,00,000/-. Earnest money to be deposited -Rs.10,000/- (payable by DD in favour of India Trade Promotion Organisation, New Delhi). Period of telecast 01<sup>st</sup> Aug. to 09<sup>th</sup> August, 2013 approximately. The rates on RODP basis are required for Delhi and NCR. In addition, please specify the free-of-cost add ons offered like States of Rajasthan, Haryana, UP, Himanchal Pradesh, West Bengal, Punjab, Maharashtra, Tamil Nadu, Gujarat, Andhra Pradesh and Karnataka.

The preferred time slot will be in semi-prime time band, preferably equally distributed in morning, afternoon and evening. The break up of spots should be:

Slot I -	Morning	(7.00 AM – 12.00 Noon)
Slot II -	Afternoon	(12.00 Noon- 4.00 PM)
Slot III -	Evening	(6.00 PM- 8.00 PM & 10.00 PM-12.00 PM)

The bid forms and other details are available on the website <http://www.indiatradefair.com>. The quotation in a sealed envelope along with company profile, clients details, authorisation letter from channel be submitted to Dy. General Manager, Corporate Communication & Services Division, I.T.P.O., Room No.112, Pragati Bhawan, Pragati Maidan, New Delhi-110001 latest by 3.00 pm on 26<sup>th</sup> July, 2013. The quotations will be opened on 26<sup>th</sup> July, 2013 at 4.30 pm in the presence of tenderers who wish to be present.

**To Be Submitted on Applicant's Letter Head.**

**FORMAT**

1. Name of the Company :
2. Correspondence Address :  
with telephone, fax and e-mail
3. Registered Office Address :  
with telephone, fax, e-mail  
and website
4. CEO (name & contact details) :
5. Contact Person :  
(name & contact details)
6. PAN No. (with self-certified :  
copy of card)
7. Copy of authorisation :  
Document
8. Proof of past performance, if :  
any & client list
9. Earnest money detail :

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Signature of the Authorised Representative

with company seal

Annexure 1 enclosed.

**ANNEXURE-I**

**Format of Quotation:**

Sl. No.	Channel	Slot I- Viewership (Nos.)	Slot II- Viewership (Nos.)	Slot -III Viewership (Nos.)	Rate (Rs.)
1	Aaj Tak				
2	IBN7				
3	CNBC Aawaz				
4	TIMES NOW				
5	Headlines Today				
6	Zee News				

Ratio of Slots offered: Morning.....%

Afternoon .....%

Evening .....%