

No. 130-ITPO(457)/PUB/2014
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 authorized for booking of spots for respective channel to be proposed for splice advertisement (Targeted TV Advtg.) to city specific audience on leading National & Regional News Channels, for Fairs being organized by ITPO in Delhi and outside. In addition to Hindi and English National News Channels the rates for most viewed channel in the specific region of Regional Language News Channels City wise/ National should also be quoted.

The spots will be of 10 seconds each. Estimated cost of job for all the events being organized by ITPO in Delhi and outside Delhi is Rs. 25.00 lakh approx. in total. Earnest money (Refundable) to be deposited-Rs. 50,000/- (payable by DD in favour of India Trade Promotion Organisation, New Delhi). Period of telecast will be between June, 2014 to March 31, 2015 approximately. The rates on RODP basis are required for Delhi and NCR and other cities outside Delhi & NCR.

The 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	(6.00PM- 8.00PM & 10.00PM-12.00PM)

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, authorization letter from channel for splicing, viewership details, etc., be submitted to **General Manager, Corporate Communication & Services Division, India Trade Promotion Organisation, Room No. 119, Pragati Bhawan, Pragati Maidan, New Delhi-110001 latest by 4.00 p.m. on 15th May, 2014**. The quotations will be opened on 15th May, 2014 at 4.30 p.m. in the presence of tenderers, who wish to be present.

Region 1

Delhi & NCR

- a) English News Channels
- b) Hindi News Channels

Region 2

Mumbai/Pune

- a) English News Channels
- b) Hindi News Channels

Region 3

Chennai

- a) English News Channels
- b) Hindi News Channels
- c) Regional Language News Channels City wise/National

Region 4

Kolkata

- a) English News Channels
- b) Hindi News Channels
- c) Regional Language News Channels City wise/National

To Be Submitted on Applicant's Letter Head.

FORMAT- Technical Bid.

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 :

Signature of the Authorised Representative

with company seal

Encl: Annexures.

ANNEXURE-I

DELHI/NCR

Format of Quotation:

Sl. No	Channel	Slot I-Viewership (Nos.)	Slot II-Viewership (Nos.)	Slot -III Viewership (Nos.)	Rate (Rs.)
1					
2					
3					
4					
5					
6					

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

Free Add Ons, if any:

ANNEXURE-II

MUMBAI/PUNE

Format of Quotation:

Sl. No	Channel	Slot I-Viewership (Nos.)	Slot II-Viewership (Nos.)	Slot -III Viewership (Nos.)	Rate (Rs.)
1					
2					
3					
4					
5					
6					

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

Free Add Ons, if any:

ANNEXURE-III

CHENNAI

Format of Quotation:

Sl. No	Channel	Slot I-Viewership (Nos.)	Slot II-Viewership (Nos.)	Slot -III Viewership (Nos.)	Rate (Rs.)
1					
2					
3					
4					
5					
6					

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

Free Add Ons, if any:

ANNEXURE-IV

KOLKATA

Format of Quotation:

Sl. No	Channel	Slot I-Viewership (Nos.)	Slot II-Viewership (Nos.)	Slot -III Viewership (Nos.)	Rate (Rs.)
1					
2					
3					
4					
5					
6					

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

Free Add Ons, if any: