

F.No. F.No 4/38/2017-DIPAM-II A  
Government of India  
Ministry of Finance  
Department of Investment and Public Asset Management (DIPAM)

**Corrigendum and Clarification on the issues raised in pre-bid meeting held on 22.11.2017 regarding appointment of Advertising Agency for MDL IPO, BDL IPO, GRSE IPO and MIDHANI IPO.**

- a. Whether 100 crore turnover is required for any one of the past three years?

*Clarification:* Yes

- b. Calculation error in the column of total Secondage mentioned in Annexure A4, Annexure D4 and Annexure C3 of the RFP, (for Business Channels 5 days x 12 spots x 30 sec = 1800 mentioned 2400) & (News Channels 5 days x 6 spots x 30 sec = 900 mentioned 1200)

*Clarification:* The revised table is attached. The version of RFP (duly incorporating the matrix) is available on the website <http://dipam.gov.in>.

- c. Whether consortiums are eligible for participating in bidding process.

*Clarification:* As per RFP, any Advertising Agency that have a tie-up / agreement with any well-established legal firm of repute can participate in bidding process after fulfilling the conditions mentioned in RFP. However, the eligibility criteria shall prevail for Advertising Agency.

**TELEVISION PLAN-ISSUE**

Sl. Channel No.	Time Band	No.of Days <sup>@</sup>	No.of spots per day	Edit (sec)	Total Second-age
1.CNBC Awaaz *	9AM to 4PM	5 Days	12	30	1800
2.Zee Business*	9AM to 4PM	5 Days	12	30	1800
3.CNBC TV 18*	9AM to 4PM	5 Days	12	30	1800
4.ET NOW*	9AM to 4PM	5 Days	12	30	1800
5.CNBC Bazar* (Gujarati Channel)	9AM to 4PM	5 Days	12	30	1800
6.Aaj Tak#	7PM to 11PM	5 Days	6	30	900
7.Zee News#	7PM to 11PM	5 Days	6	30	900
8.ABP News#	7PM to 11PM	5 Days	6	30	900
9.Times now#	7PM to 11PM	5 Days	6	30	900
10.News 9#	7PM to 11PM	5 Days	6	30	900
11.India Today#	7PM to 11PM	5 Days	6	30	900
12.D.D. News#	7PM to 11PM	5 Days	6	30	900

1. \*: On closing day only till 1PM.
2. #: Ensure that there is no telecast on issue closing day.
3. Bills should be supported by Adex report and original Telecast Certificate issued by the respective channel. No payment if telecast outside the time band. 90% execution mandatory in each channel, else no payment for that channel.
4. @:The actual campaign period could vary, which would be adjusted Pro-Rata.

## Format for Financial Quote for Annexure- A4

### TELEVISION PLAN-ISSUE

Sl. Channel No.	Time Band	No.of Days <sup>@</sup>	No. of spots perday	Edit (sec)	Total Second-age	Card rate per 10 sec	Negotiated rate for 10 sec	Total net cost
1.CNBC Awaaz *	9AM to 4PM	5 Days	12	30	1800			
2.Zee Business*	9AM to 4PM	5 Days	12	30	1800			
3.CNBC TV 18*	9AM to 4PM	5 Days	12	30	1800			
4.ET NOW*	9AM to 4PM	5 Days	12	30	1800			
5.CNBC Bazar* (Gujarati Channel)	9AM to 4PM	5 Days	12	30	1800			
6.Aaj Tak#	7PM to 11PM	5 Days	6	30	900			
7.Zee News#	7PM to 11PM	5 Days	6	30	900			
8.ABP News#	7PM to 11PM	5 Days	6	30	900			
9.Times now#	7PM to 11PM	5 Days	6	30	900			
10.News 9#	7PM to 11PM	5 Days	6	30	900			
11.India Today#	7PM to 11PM	5 Days	6	30	900			
12.D.D. News#	7PM to 11PM	5 Days	6	30	900			
<b>Total (excluding taxes)</b>								
<b>Taxes</b>								
<b>Grand Total</b>								

1. \*: On closing day only till 1PM.
2. #: Ensure that there is no telecast on issue closing day.
3. Bills should be supported by Adex report and original Telecast Certificate issued by the respective channel. No payment if telecast outside the time band. 90% execution mandatory in each channel, else no payment for that channel.
4. @:The actual campaign period could vary, which would be adjusted Pro-Rata.

## Financial quotes for Corporate Ad for Annexure-A4

## TELEVISION PLAN-ISSUE

Sl. Channel No.	Time Band	No. of Days <sup>@</sup>	No.of spots per day	Edit (sec)	Total Second-age	Card rate per 10 sec	Negotiated rate for 10 sec	Total net cost
1.CNBC Awaaz *	9AM to 4PM	5Days	12	30	1800			
2.Zee Business*	9AM to 4PM	5 Days	12	30	1800			
3.CNBC TV 18*	9AM to 4PM	5 Days	12	30	1800			
4.ET NOW*	9AM to 4PM	5 Days	12	30	1800			
5.CNBC Bazar* (Gujarati Channel)	9AM to 4PM	5 Days	12	30	1800			
6.Aaj Tak#	7PM to 11PM	5 Days	6	30	900			
7.Zee News#	7PM to 11PM	5 Days	6	30	900			
8.ABP News#	7PM to 11PM	5 Days	6	30	900			
9.Times now#	7PM to 11PM	5 Days	6	30	900			
10.News 9#	7PM to 11PM	5 Days	6	30	900			
11.India Today#	7PM to 11PM	5 Days	6	30	900			
12.D.D. News#	7PM to 11PM	5 Days	6	30	900			
<b>Total (excluding taxes)</b>								
<b>Taxes</b>								
<b>Grand Total</b>								

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4. @:The actual campaign period could vary, which would be adjusted Pro-Rata