

**F.NO. 4/3/2020-DIPAM-II-A(E)-Part-3(ADAGENCY)**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF FINANCE**  
**DEPARTMENT OF INVESTMENT AND PUBLIC ASSET MANAGEMENT (DIPAM)**

**Engagement of 'Advertising Agency' for listing and partial disinvestment of the Government of India's equity shareholding in Life Insurance Corporation of India (LIC), by Initial Public Offering.**

**Schedule of presentation**

Date of presentation: **25.08.2021 (Wednesday)** through video conferencing (VC).

<b>S.No.</b>	<b>Name of the Bidders</b>	<b>Time Slots</b>
1.	Adfactors Advertising LLP	11.00 AM to 11:15 AM
2.	Concept Communication Ltd	11:25 AM to 11:40 AM

Note: (i) The link for the VC would be circulated separately. The time slots indicated for Bidders are indicative in nature and may vary by +/- 5 mins depending on the presentation made by the previous bidder and the Committee's Q&A in this regard. All bidders are therefore requested to join the VC only when they receive a call in this regard to join. For this purpose, they may send the names and contact details of maximum 2 participants from their side who would like to make the presentation before the Selection Committee to [sushma.jain61@nic.in](mailto:sushma.jain61@nic.in) so that the invites can be sent accordingly. While joining the VC the bidders may indicate their Participants' names followed by their organization names in the format (Person name/ Organization name).

(ii) Financial bids will be opened after all the presentations are over. Kindly note that at the time of opening of financial bids only those bidders would be invited to join webroom again who attain the minimum qualifying marks in the technical criteria.

(iii) Bidders are advised to share the copy of presentation in advance on email [sushma.jain61@nic.in](mailto:sushma.jain61@nic.in), latest by 24<sup>th</sup> August, 2021, 1600 hrs so that it can be displayed on the screen in case there is any technical glitch on bidder's side in displaying the same.