3/33/2019-DIPAM-II
GOVERNMENT OF INDIA
MINISTRY OF FINANCE
DEPARTMENT OF INVESTMENT AND PUBLIC ASSET MANAGEMENT

ENGAGEMENT OF ADVERTISING AGENCY FOR DISINVESTMENT OF UPTO 25% PAID UP EQUITY OF NATIONAL SEEDS CORPORATION LIMITED (NSC) OUT OF GOVERNMENT OF INDIA SHAREHOLDING OF 100% THROUGH "INITIAL PUBLIC OFFERING" IN THE DOMESTIC MARKET - REQUEST FOR PROPOSALS. MANUAL BIDS SHALL NOT BE ACCEPTED.

Tender documents/Request for Proposals (RFP) may be downloaded from CPPP site https://eprocure.gov.in/eprocure/app as per the schedule as given in CRITICAL DATE SHEET as under.

CRITICAL DATE SHEET

Published Date	26 November 2021 (1700 Hrs)
Bid Document Download / Sale Start Date	26 November 2021 (1700 Hrs)
Online Clarification Start Date	26 November 2021 (1700 Hrs)
Online Clarification End Date	03 December 2021 (1700 Hrs)
Bid Submission Start Date	26 November 2021 (1700 Hrs)
Bid Submission End Date	16 December 2021 (1700 Hrs)
Bid Opening Date	17 December 2021 (1730 Hrs)

Bid Submission:

Bids shall be submitted online only at CPPP website: https://eprocure.gov.in/eprocure/app.

Tenderers/Contractors are advised to follow "Instructions To Bidder for Online Bid Submission" provided in the **Annexure-I**. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing the size of the scanned document.

Not more than one tender/bid shall be submitted by one contactor or contractors having business relationship. Under no circumstances will father and his son(s) or other close relations who have business relationship with one another (i.e. when one or more partner(s)/director(s) are common) be allowed to tender for the same contract as separate competitors. A breach of this condition will render the tenders/bids of both parties liable to

rejection. Tenderer/bidder who has downloaded the tender from Central Public Procurement Portal (CPPP) website https://eprocure.gov.in/eprocure/app, shall not tamper/modify the tender form including downloaded price bid template in any manner. In case the same is found to be tempered/modified in any manner, tender will be completely rejected and EMD would be forfeited and tenderer/bidder is liable to be banned from doing business with DIPAM.

Intending Bidders are advised to visit this website regularly till closing date of submission to keep themselves updated as any change/ modification in the tender will be intimated through this website only by corrigendum/ addendum/ amendment.

Bids will be opened as per date/time as mentioned in the Tender Critical Date Sheet. After online opening of Technical-Bid the results of their qualification as well Price-Bid opening will be intimated later.

1. National Seeds Corporation Limited (NSC) was incorporated in March, 1963 under Companies Act, 1956 with the objective to undertake production of foundation and certified seeds. NSC is a Schedule 'B", Mini Ratna, Category-I CPSE in Agro-Based Industries cognate group under the administrative control of Ministry of Agriculture and Farmers Welfare, Department of Agriculture and Farmers Welfare. The paid up capital of Company as on 31.03.2021 is Rs. 57.32 Crores comprising of 573199 Equity Shares of face value of Rs. 1000/- each. The 100% shareholding of the Corporation is held by the Government of India. The company employed 1312 regular employees as on 31.03.2021. Profit After Tax for the Fiscal 2019-20 was Rs 29.92 crore for National Seeds Corporation Limited (NSC). As on March 31, 2020, it has a Net Worth of Rs. 646.37 crore. Government of India has decided to disinvest a portion of paid up equity share capital of NSC out of its shareholding through “Initial Public Offering” in the domestic market. The Department of Investment and Public Asset Management (DIPAM) requires the services of a reputed Advertising Agency with experience and expertise in Public Offerings in capital markets to act as an Advertising Agency for the aforesaid IPO. The indicative scope of work of the Advertising Agency is enclosed as **Annexure-X.**

The sharing of cost by the DIPAM**,** NSC and the BRLMs will be as under:

(a) To be remunerated by DIPAM

i. Cost of publication of statutory / Offer related Advertisements through the print media, electronic media as per media plan at **Annexure-A1, A2 & A3** for print media and **Annexure-A4** for Television Plan. Media plan for statutory ads & Issue ads through print media is as per **Annexure-1A Para-A & B.**

(b) To be remunerated by NSC

i. Conceptualizing, designing, developing and airing Television Commercials (TVC) as per the Corporate Plan for Electronic Media, as per **Annexure-A4.**

ii. Designing, developing and publication of corporate advertisements through print media, as per **Annexure-A1 and A3.**

iii. Designing, printing and display of Hoarding, as per **Annexure-A5.**

iv. Magazines as per **Annexure-A6.**

v. Cost of production of Corporate film, TVC based on DRHP/RHP.

(c) To be remunerated by BRLMs

i. Public Relations work

ii. Organizing road show- (all expenses in this regard will be borne by BRLMs)

iii. Cost of designing and developing of advertisements for the print media (statutory and Offer advertisements)- As per RHP BRLMs are required to prepare and approve the statutory advertisement for publication. The cost of the preparation will be borne by the BRLMs and the cost of publication will be borne by the Government.

2. The Government shall have exhaustive rights to accept or reject any bid received against this enquiry and/ or cancel the process altogether without assigning any reason for the same.

3. The Government has prescribed guideline for qualifications for Advisers for disinvestment process, enclosed at **Annexure-Y.** The interested Bidders are advised to go through the guidelines and furnish the following certificate as part of the Proposal.

"We certify that there has been no conviction by a Court of Law or indictment/adverse order by a regulatory authority for a grave offence against us or any of our sister concern(s) **during the last five years**. It is further certified that there is no investigation pending against us or our sister concern(s) or the CEO, Directors/Managers/Employees of our concern or of our sister concern(s) in a case, which, if decided against, shall render us ineligible. It is certified that no conflict of interest is defined in O.M. No. 5/3/2011-Policy dated 8th June, 2011 exists as on date and if in future such a conflict of interest arises, we will intimate the same to the Government of India/Company.

Further, we certify that as on the date we are not advising or acting on behalf of or associated with any other person or entity (including any company, other than a CPSE (to be specified), partnership, proprietary concern or individual or an HUF or association of persons or body of individuals) which is engaged in the same line of business as that of the Company (being disinvested), in respect of any transaction of same nature as the transaction for which the Government and /or the Company (being disinvested) is proposing to select the **Adviser**, except for the list of the mandates, duly

signed by us, in the same line of business and for the same type of transaction, as enclosed.

Further, we certify and undertake that for a period commencing from the date of our appointment (if so appointed) as the **Adviser** till the completion of the transaction, we shall keep the Government/CPSE informed of any mandate/contracts entered into, to advise or act on behalf of or associate ourselves with , any other person or entity (including any company, partnership, proprietary concern or individual or an HUP or association of persons or body of individuals) which is engaged in the same line of business as that of the Company being disinvested, in respect of any transaction of same nature as the transaction in respect of which we have been appointed as the **Adviser**."

(The certificate should be signed by the authorized signatory of the Bidder.)

NOTE:

1. The content of the certificate must not be changed. Clarification, if any, may be provided separately.
2. The above certificate must be submitted along with the confirmation for participating in the presentations. If no certificate is received you will be **ineligible** to make a presentation.

4. The bidders should note that all advertisement would be required to be in line with SEBI ICDR 2009 regulations as amended from time to time and the publicity guidelines that have been circulated by legal counsels in relation to this proposed IPO and the **Bid submitted will be valid till entire exercise is completed**.

5. **Desirability**

The bidder should have in-house competency of handling legal issues arising out of advertisement / publicity relating to IPO/FPO or they have a tie-up/agreement with any well-established legal firm of repute.

6. **Eligibility**

To be eligible for the above transaction the advertising agency should have the following qualifications: -

(i) The agency should have requisite qualifications as prescribed for being empanelled as Category A as per DAVP guidelines which are as under:

a. Agencies with the turnover of Rs. **100 crore** and above in the past three (3) years;

b. Professional experience of at least **5 years** in social sector advertising;

c. All India / Regional presence at least in **4 states**

(ii) Should have experience in handling issue and statutory advertising for IPO/FPO- **6 years** {please furnish the list of issues advertised in the last 6 years and provide one sample for any one issue and Statutory Ads}. Only completed issues would be considered between the period of **01.10.2015 to 30.09.2021**

(iii) The agency should furnish the **No Conviction Certificate** and **No Conflict Certificate** as per para 3 of the RFP.

(iv) The agency should have organized / facilitated interviews, panel discussion on the business news channels in the context of transactions involving capital market (at least one in the past three years).

(v) The agency should have organized press, analyst, broker conference in at least one occasion.

7. **The presentation should cover the following aspects and will be awarded marks as indicated below**:

i. Experience of handling issue and statutory advertising for IPOs/FPOs in the last six years including support for addressing legal issues relating to company law and other legal matters arising out of advertisement / publicity relating to IPO/FPO (40/100)

ii. Presentation on Public Relations for the present (30/100)

iii. Capability of organizing the press, analyst and broker conference during the domestic road show and the press conference (20/100)

iv. Details of interviews, panel discussion etc. to be fixed on the business news channels with company officials, BRLMS and other experts (10/100)

8. **Submission of Proposal**

8.1 Proposals are required to be submitted as per the following directions:

i. **Cover 1(Online):** containing the technical bid as per paragraph 6, to be opened as per critical date sheet.

ii. **Cover 2 (Online):** containing the Financial Bid that should be submitted in the BoQ format provided online along with the tender document (**Annexure-C1 to C5 and D1 to D4)** to be opened only after the presentations and of only those parties who qualify in the technical bid. The bids will be opened in the presence of the bidders (who are technically qualified based on presentations) immediately after the presentations. L1 would be decided on the basis on the financial bid in the BoQ format as per **Annexure-Z**. Bids with conditionality will be summarily rejected.

8.2 Bids shall be uploaded online to CPP portal before bid submission end date/time as per critical date sheet. The Proposals will be opened by the Bid - Opening Committee in the presence of the bidders as per critical date sheet, through video conferencing and otherwise in the Committee Room No. 421, DIPAM, 4th Floor, Block 14, CGO Complex, Lodhi Road, New Delhi.

8.3 The Government reserves the sole right to accept or reject any or all Proposals thus received without assigning any reasons thereof.

9. **Evaluation process**

9.1 Qualified Interested Advertising Agency (applicants) will be required to make a presentation in respect of their proposal before the Selection Committee.

9.2 **The Schedule of presentation will be posted on the website of DIPAM (http://dipam.gov.in) in due course**.

9.3 The Selection Committee will evaluate the applicants on the criteria mentioned in paragraph 6 above and based on their Proposal and presentation; short-list them for considering their financial bids. The Selection Committee will open the Financial Bids of only short-listed applicants. The lowest quote (L1) will be appointed Advertising Agency.

9.4 In case of a tie in the financial bid, the bidder who has a higher technical score will be selected.

10. In case an agency qualifies the cut off mark pre-decided by the Selection Committee, their financial bid as per **Annexure-Z** (submitted on the CPP Portal as per BoQ format) will be opened. The bid should also include the following costs: -

i) Advertising Agency fees for the works to be done for the three parties namely, DIPAM, NSC and the BRLMs separately commensurate with the work given by each as stated above.
ii) Negotiated rates as per DIPAM media plan given in **Annexure-D1, D2, D3** and **D4.**
iii) Negotiated rates for Corporate media as per media plan given in **Annexure-C1, C2, C3, C4 and C5.**

11. If any part of the Media plan is not implemented by the agency with the prior approval of DIPAM then Pro rata deduction will be made from the bills as per the rates quoted in the Annexures, subject to other conditions mentioned in the Annexures.

12. The amount quoted by the bidder should be inclusive of all the applicable taxes except GST, cess, duties, any type of charge, etc. However, GST should be indicated separately. The nature of tax should be indicated separately while raising the bills for payment. All bills are to be raised in INR and will be payable in INR only after

completion of the IPO. The Bidder is required to quote the price in INR (in a sealed envelope). The price quoted by the Bidder should be **minimum Rs 1.00 (Rupee one) or in multiples of Rs 1.00** (Rupee One), failing which the financial bid would be rejected. However, in case the Issue is deferred for an indefinite period, the agency will be paid for any ads actually released by the agency up to that date. The price quoted should be unconditional and inclusive of the expenditure for the work assigned to the Advertising Agency as mentioned in RFP.

13. The bidders shall quote in their proposals lump sum price for the entire scope of works covered under the RFP, as required in the Bid Proposal Schedules on a FIRM price basis valid till the complete execution of the order. The bidders shall also quote the breakup of the lump sum price in the relevant schedules of Bid Proposal for various components of scope of work/ services. It may be mentioned that Scope of Work and Media Plan indicated in **Annexure-X and 1A** above shall be used for evaluation of bids and declaring the L1 for award of work. However, this Scope of Work/ Media Plan is tentative at this stage and may undergo change as per requirement of DIPAM/Company. The payment to the advertising agency in such situation will be made on per unit rate indicated in the bid for the actual quantities as required by DIPAM /Company.

14. The bidders should note that all advertisements would be required to be in line with SEBI ICDR 2009 regulations as amended from time to time and the publicity guidelines that have been circulated by legal counsels in relation to this proposed IPO issue.

15. For any further clarification, please contact **Ms. Mamta Meena, Deputy Director, Ministry of Finance, DIPAM,** Room No 431, 4th Floor, Block 11, CGO Complex, Lodhi Road, New Delhi- 110003, Tel 011-24363054, Email: to mamta.meena@nic.in

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Annexure – I

Instructions for Online Bid Submission:

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at: https://eprocure.gov.in/eprocure/app

REGISTRATION

1. Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: https://eprocure.gov.in/eprocure/app) by clicking on the link "**Online bidder Enrollment**" on the CPP Portal **which is free of charge.**

2. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.

3. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.

4. Upon enrolment, the bidders will be required to register **their valid Digital Signature Certificate (Class III Certificates with signing key usage)** issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.

5. Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.

6. Bidder can then log into the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

SEARCHING FOR TENDER DOCUMENTS

1. There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.

2. Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the

bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.

3. The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

PREPARATION OF BIDS

1. Bidder should take into account any corrigendum published on the tender document before submitting their bids.

2. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

3. Bidder, in advance, should get the bid documents ready to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

4. To save the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or ''Other Important Documents'' area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

SUBMISSION OF BIDS

1. Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

2. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.

3. Bidder has to select the payment option as "offline" to pay the tender fee / EMD as applicable and enter details of the instrument.

4. Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the official concerned, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details

available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.

5. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the blue coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.

6. The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.

7. All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys.

8. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.

9. Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

10. The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

1. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

2. Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk.

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Annexure-X

Indicative Scope of Work for IPO Advertising

- **Formulate advertisement plan**
    - Assisting the Company/DIPAM in all aspects of corporate and Offer related Publicity Material and Offer Advertisements in accordance with the guidelines and restrictions for publicity provided under Regulation 60, in Chapter VI along with other applicable provisions of the SEBI ICDR Regulations and Section 30 of the Companies Act, 2013 as amended and the memorandum setting out the guidelines and restrictions on publicity prepared by legal counsels appointed for the Offer and provided to the Company/DIPAM in connection with the Offer.
    - Recommend a suitable Media Plan for both corporate advertising and statutory advertisements, as per prevailing market conditions

- **Release of advertisements related to the IPO/FPO**
    - Conceptualising, drafting and developing all editorial material including press release, Offer analysis, various Offer Advertisements and other Publicity Material, including all statutory Advertisements in connection with the Offer as prescribed under the Companies Act, 2013, as amended and the SEBI ICDR Regulations, such as the announcement of the filing of the draft red herring prospectus ("**DRHP**"), registering the red herring prospectus ("**RHP**") with Registrar of Companies ("**RoC**"), announcement of price band, Offer opening advertisement, Offer closing advertisement, public notices / addenda / corrigenda, if any, announcement of Offer Price (if any), basis of allotment advertisement and submit them to the Company/ DIPAM, the BRLMs and the legal counsel(s) of the Offer for their approval.
    - As a condition to the release or distribution of any Publicity Material and/or Advertisements related to the Company and/or to the Offer, issued by the Company and/or any Company representative during the term of the Advertising Agency Agreement, obtain prior consent from the BRLMs and the legal counsel(s) to the Offer, for the Offer Advertisement, Publicity Material, the media plan and the release schedule, and release or distribute the same only after the content of such communication has been approved by the Company, the BRLMs and the legal counsel(s) to the Offer
    - Release the approved Offer Advertisements and/or Publicity Material as per the media plan and the release schedule as approved by the Company/ DIPAM, the BRLMs and the legal counsel to the Offer
    - Provide confirmation on publication of Offer Advertisements in all statutory newspapers.
    - Reporting of any supplementary information that may be added to the Offer Documents at a later stage. The advertising agency shall be responsible for preparing and issuing any corrigenda and/or advertisements in connection with

any supplementary information that may be added to the Offer Documents at a later stage.

- **Undertake publicity campaign**

  o Creation of Corporate Advertisements based on the contents of the DRHP/RHP
    - Designing, developing and publication of advertisements for the print media; and
    - Conceptualizing, designing, preparations and cost of display of select outdoor hoardings and signage.
    - Conceptualizing, Arranging and Drafting Interviews, Featured Articles, Talk Shows, Press Conferences, Press Releases etc. that are in compliance with the applicable law.
  - Creation of corporate film to showcase the strengths and achievements, on the basis of the contents of the DRHP/RHP, to be showcased at the roadshows
  - Creation of Offer TVC as per the RHP and SEBI ICDR Regulations

- **Print invitation cards, folders/brochures** -- Creation of collaterals for the domestic road shows as per the mandated guidelines including printing of invitation cards, folders/brochures, etc

- **Organise domestic road shows**

- Management of domestic road shows (in compliance with applicable law) for media, broker and analysts as per the plans developed. The Agency has to make all the required arrangements for successful conduct of the road shows. The agency has to book the venue at the hotels in consultation with Company for successful conduct of Broker's/ Analyst's/ Press Conference which shall invariably include all logistics like Decoration, Press Compendium, Banners, Backdrops, Corporate Film, Audio-Visual Equipment and 42" LCD/LED Displays, Aids etc., Photocopy/Internet/E-mail facilities etc.

- The agency should arrange successful coverage (which is in compliance with the applicable law) of the events in the Print and Electronic media (TV, Radio, Internet (Blog, banner) etc.

- Conceptualizing, Designing and Drafting required communications (which is in compliance with the applicable law) to invitees (journalists, brokers, analysts etc) for various Road Shows in consultation with BRLMs and Company, as per prevalent SEBI Regulations.

- Ensuring wide and active participation by leading brokers, media personnel and analysts in the meets and conferences.

- **Organise listing ceremony** Management of the Listing ceremony, including collaterals

- **Undertake other public relation activities**

  - Provide training and orientation to the officials of DIPAM, top management and other senior executives of Company in effectively dealing with media, investors, brokers, analysts and opinion influencers.
  - Track and provide the media coverage related to the Company (including major business magazines) on a day-to-day basis on all working days from the date of filing of the draft red herring prospectus ("**DRHP**") with SEBI and providing copies of such media coverage to the Company and the BRLMs till the listing of the Equity Shares of the Company on the Stock Exchanges. For media coverage related to the Company being published and / or disseminated on days other than the working days, the advertising agency shall track and provide information about the same on the next working day to the BRLMs. The advertising agency shall provide all the relevant information required to be submitted under Regulation 60(14) of the SEBI ICDR Regulations to SEBI in relation to the compliance report in the format specified in Part D of Schedule XIII of SEBI ICDR Regulations. The advertising agency shall provide a monthly compilation with an executive summary at the end of every month and a hard-bound compilation of all reports at the closure of the Offer.
  - Create and maintain a backup of media/ press releases of the Company from the date of the meeting of the board of directors of the Company in which the Offer is approved, notwithstanding that the same is prior to the commencement of the term of this engagement.
  - The Agency will be required to arrange select media interactions on a one-on-one basis and ensure enough and proper coverage for the Company in various mass communication media.
  - The Agency will be required to conceptualize, design and draft all communications to the media such as press releases etc. and ensure that such communications press release etc. are in compliance with the applicable law and to coordinate with the legal counsel(s) and BRLMs in relation to release of all communication regarding the IPO.
  - Assist the Company and the BRLMs in taking appropriate steps in relation to any misreporting in media / reporting not supported by disclosures in the Offer Documents.
  - Performing such other functions, duties, obligations and services as are required under applicable law (including the rules and regulations prescribed by SEBI) in respect of the Offer, including, but not limited to, such functions, duties, obligations and services as may be more specifically set forth in the Advertising Agreement.
  - All public relation activities shall be carried out by the Advertising Agency.
  - The Advertising Agency will conduct a communication audit prior to the development of the communication strategy and plan. The audit would include management briefings,

secondary research on the sector and a perception study amongst media correspondents covering the sector, analysts and brokers. The audit results would be used for developing communications strategies and plans.

- Writing and developing editorial material, including backgrounders, press releases and IPO analysis, Advertisements and Initial Public Offer Advertisements consistent with the Offer Documents, the SEBI ICDR Regulations, Companies Act other applicable laws and the Publicity Memorandum governing such communications.
- Reporting of any supplementary information that may be added to the Offer Documents at a later stage. The Advertising Agency shall be responsible for preparing and issuing any corrigenda and/or Publicity Material in connection with any supplementary information that may be added to the Offer Documents at a later stage.
- Managing media relations with all categories of media relevant to the marketing of the Offer, including the dissemination of Advertisements and press materials, as applicable, during the Applicable Period.
- Management of relevant "business as usual" announcements during the Applicable Period in accordance with the SEBI ICDR Regulations, other applicable laws and the Publicity Memorandum.
- Assisting the Company in managing crisis situations related to the IPO, if any.
- The Advertising Agency agrees that for compliance with the SEBI ICDR Regulations, other applicable laws in relation to the IPO and the Publicity Memorandum, it will, in consultation with the BRLMs, provide copies of all news reports and press releases issued for and on behalf of the Company in any media including:
    - all editions of such statutory newspapers (English and Hindi) as may be decided by the
      Company in consultation with the BRLMs and intimated to the Advertising Agency;
    - all editions of non-statutory newspapers (as may be decided by the Company in consultation with the BRLMs and intimated to the Advertising Agency) where advertisements have been published;
    - all editions of major business magazines and journals to the BRLMs, the Company and their respective legal counsel(s) on a weekly basis, for period between the date of filing of the DRHP with SEBI up to the 30 days from listing date of the Initial Public Offer.

- Co-ordination with the BRLMs and the legal advisors to the Company for approvals on all communications issued during the exercise.
- Facilitate visits of key journalists on behalf of Company.
- Conduct media workshops for assisting the management for media interactions by the company
- Initiate relationship meetings with relevant media journalists and facilitate interactions resulting in appropriate corporate and management profiling stories.

- Providing a statement on a weekly basis by way of e-mails or otherwise, in the agreed format to the BRLMs (with a copy to the Company).
- The Advertising Agency hereby acknowledges that they are aware of the requirements specified under Chapter VI of the SEBI ICDR Regulations, including Regulation 60 and the Companies Act, and agrees to assist the Company in all aspects of corporate and IPO related Publicity Material and statutory Advertisements in accordance with the guidelines and restrictions for publicity provided under Regulation 60 in Chapter VI of the SEBI ICDR Regulations, other applicable laws and the Publicity Memorandum. Such Advertisements must be prepared and completed within the schedule prepared by the Company and the BRLMs.
- The Advertising Agency shall develop all advertising to promote the Initial Public Offer using tombstone formats accepted for such advertising. The Initial Public Offer advertising campaign will comprise print, television, outdoor, radio and other medium as advised by the Company and the BRLMs.
- The Advertising Agency shall develop media plans that meet the campaign objectives in terms of reach and "Opportunity to See".
- The Advertising Agency will assist the Company in managing media relations in relation to the Initial Public Offer, including the dissemination of Publicity Material, until the date on which the equity shares of the Company are allotted in connection with the Offer.
- The Advertising Agency would distribute any Advertisement (including Offer Advertisements) and/or Publicity Material relating to the Company and/or the Offer, only after the content of such communication has been approved by the Company, the BRLMs and the legal counsel(s) to the Company and BRLMs and the release is authorized by the Company and the BRLMs.
- The Advertising Agency will prepare, develop and place various Offer Advertisements and other Publicity Material inter-alia including all statutory advertisements in connection with the Offer and public notices, addenda and corrigenda and submit them to the Company, the BRLMs and the legal counsel(s) to the Company and BRLMs for their approval.
- The Advertising Agency will release the approved Offer Advertisements and Publicity Material as per the media plan and release schedule approved by the Company and the BRLMs. o The Advertising Agency undertakes and represents to the Company and the BRLMs that they would adhere to all the requirements as provided in the SEBI ICDR Regulations, other applicable laws and the Publicity Memorandum relating to Advertisements, Offer Advertisements and Publicity Material prepared or issued by the Advertising Agency.
- The Advertising Agency represents that the BRLMs can rely on its confirmation for providing compliance certificate in connection with press releases, Offer Advertisements and/or Publicity Material to SEBI in this regard.

- The Advertising Agency represents that the amendments or corrections proposed by the BRLMs and the legal counsel(s) to the Company and the BRLMs will be incorporated in letter and spirit.
- The Advertising Agency shall comply with the requirements of the SEBI ICDR Regulations and applicable laws and not to directly or indirectly induce others to carry out in any manner the publicity which may be restricted under the SEBI ICDR Regulations, other applicable laws and the Publicity Memorandum.
- The Advertising Agency shall assist the Company in writing and developing all editorial material including press releases, Initial Public Offer analysis, etc., in accordance with the provisions of the SEBI ICDR Regulations, other applicable laws governing such Publicity Material and the Publicity Memorandum.
- The Advertising Agency expressly agrees that it will create and maintain a back-up of media/press releases of the Company from the date of filing of the DRHP with SEBI.
- The Advertising Agency will negotiate with the media for best possible rates for the advertising campaigns. All rate benefits offered by the media will be passed on to the Company in line with the commercial terms as detailed in the Agreement.
- The Advertising Agency will buy advertising time, space and material on the Company's behalf on instructions or prior approval of the Company. The Company will honour the Advertising Agency's commitments arising out of any such contracts or agreements entered into by the Advertising Agency on the Company's behalf. Cancellations or revisions requested for by the Company in writing will be subject to the terms and conditions mentioned in the Agreement.
- The Advertisements will be released by the Advertising Agency based on media plans and cost estimates approved by the Company/DIPAM.
- The Advertising Agency shall be responsible for ensuring timely release and publication of advertisements (in the relevant newspapers) as per the schedule approved by the Company and the BRLMs.
- Any other communication and activity as advised by the Company and the BRLMs.
- Handle legal issues arising out of advertisement / publicity relating to IPO independently**.**
- The broad scope of work is indicative only and not exhaustive in any manner. The scope of work will be listed in the agreement once the Advertising Agency is appointed. Further, DIPAM/Company reserves the right to modify the same at any stage at its sole discretion

Annexure-Y

F.No.3/2/2017-DIPAM-V
Government of India
Ministry of Finance
Department of Disinvestment

Block 14, CGO Complex,
Lodhi Road, New Delhi- 110003
Dated the 8th June, 2011

OFFICE MEMORANDUM

Subject: Guidelines for qualification of Advisers for disinvestment process.

In order to inspire public confidence in the selection of Advisers through competitive bidding, the Government had framed comprehensive and transparent guidelines defining the criteria for their selection. In addition to using a set of criteria like sector experience, knowledge, commitment etc., additional criteria for qualification/disqualification of the parties to act as Advisers to the Government for disinvestment transactions were prescribed by the Department of Disinvestment vide its O.M. No. 5/3/2011 – Policy dated 2.5.2011.

2. In supersession of the above-mentioned O.M. of this Department, the revised criteria for qualification/disqualification of the parties to act as Advisers for disinvestment transactions would be as under:

a. Any conviction by a Court of Law or indictment/adverse order by a regulatory authority for a grave offence against the Advising concern or its sister concern would constitute a disqualification. Grave offence would be defined to be of such a nature that it outrages the moral sense of the community. The decision in regard to the nature of offence would be taken on a case-to-case basis after considering the facts of the case and relevant legal principles by the Government. Similarly, the decision in regard to the relationship between the sister concerns would be taken based on relevant facts and after examining whether the two concerns are substantially controlled by the same person/persons.

b. In case such a disqualification takes place, after the entity has already been appointed as Adviser, the party would be under an obligation to withdraw voluntarily from the disinvestment process, failing which the Government would have the liberty to terminate the appointment/contract.

c. Disqualification shall continue for a period that Government deems appropriate.

d. Any entity, which is disqualified from participating in the disinvestment process, would not be allowed to remain associated with it or get associated merely because it has preferred an appeal against the order based on which it has been disqualified. The mere pendency of appeal will have no effect on the disqualification.

e. The disqualification criteria would come into effect immediately and would apply to all the Advisers already appointed by the Government for various disinvestment transactions, which have not yet been completed.

f. Before disqualifying a concern, a Show Cause Notice why it should not be disqualified would be issued to it and it would be given an opportunity to explain its position.

g. Henceforth, these criteria will be prescribed in the advertisements seeking Expressions of Interest (EOI) from the interested parties to act as Adviser. Further, the interested parties shall be required to provide with their EOI an undertaking to the effect that no investigation by a regulatory authority is pending against them. In case any investigation is pending against the concern or its sister concern or against the CEO or any of its Directors/ Managers/Employees, full details of such investigation including the name of the investigating agency, the charge/offence for which the investigation has been launched, name and designation of persons against whom the investigation has been launched and other relevant information should be disclosed, to the satisfaction of the Government. For other criteria also, similar undertaking will be obtained along with EOI. They would also have to give an undertaking that if they are disqualified as per the prescribed criteria, at any time before the transaction is completed, they would be required to inform the Government of the same and voluntarily withdraw from the assignment.

h. The interested parties would also be required to submit a list of or disclose any mandated transactions which are in the same line of business as that of the company (being disinvested) in respect of any transaction of same nature as the transaction for which the Government and/or the Company (being disinvested) is proposing to select or have appointed the Adviser and confirm in writing that there exists no conflict of interest as on the date of submitting their proposal for appointment/ their appointment as Advisers in handling of the transaction and that, in future, if such a conflict of interest arises, the Adviser would immediately intimate the Government/Company (being disinvested) of the same.

The Government/Company (being disinvested) shall at its sole discretion after providing due and reasonable opportunity decide whether such future conflict of interest shall materially adversely affect the interest of the Government and the Company (being disinvested) in relation to the transaction and shall be entitled to grant the consent to the Adviser to continue as Adviser or terminate the appointment of the Adviser. For disinvestment purposes, conflict of interest is defined to include engaging in any activity or business by the Adviser in association with any third Party, during the engagement, which would or may be reasonably expected to, directly or indirectly, materially adversely affect the interest of Government of India and/ or the Company (being disinvested) in relation to the transaction, and in respect of which the Adviser has or may obtain any proprietary or confidential information during the engagement, that, if known to any other client of the Adviser, could be used in any manner by such client to the material disadvantage of Government of India and/ or the Company (being disinvested) in the transaction.

i. The conflict of interest would be deemed to have arisen if any Adviser in respect of the transaction is appointed by a third party for advising or acting on behalf of or associated with any other person or entity (including any company, partnership, proprietary concern or individual or an HUF or association of persons or body of individuals) which is engaged in the same line of business as that of the Company (being disinvested), in respect of any transaction of same nature as the transaction for which the Government and/or the Company (being disinvested) is proposing to select or have appointed the Adviser. Further, the decision of the Government/Company (being divested) as to whether such other person or entity is engaged in the same line of business as that of the Company being disinvested, shall be final and binding on the Adviser.

j. The conflict of interest would also be deemed to have arisen if any Adviser firm/ concern has any professional or commercial relationship with any bidding firm/ concern for the same disinvestment transaction during the pendency of such transaction. In this context, both Adviser firm and bidding firm would mean the distinct and separate legal entities and would not include their sister concern, group concern or affiliates etc. The professional or commercial relationship is defined to include acting on behalf of the bidder or undertaking any assignment for the bidder of any nature, whether or not directly related to disinvestment transaction. (This clause is applicable in strategic sale only).

k. The interested parties would also be required to give information and disclose that as on the date of submitting their proposal for appointment/ their appointment as Advisers in respect of the transaction, they are advising or acting on behalf of or associated with any other person or entity (including any company, partnership, proprietary concern or individual or an HUF or association of persons or body of individuals) which is engaged in the same line of business as that of the Company (being disinvested), in respect of any transaction of same nature as the transaction for which the Government and/or the Company (being disinvested) is proposing to select or have appointed the Adviser.

- In the event the Adviser fails to disclose that it is advising or acting on behalf of or associated with any other person or entity which is engaged in the same line of business as that of the Company (being disinvested), in respect of any transaction of same nature as the transaction for which the Government and/ or the Company (being disinvested) is proposing to select or have appointed the Adviser, at the time of giving the afore-mentioned undertaking, the Government/Company (being disinvested) shall be entitled to terminate their appointment. Before terminating the appointment, a show cause notice stating why its appointment should not be terminated would be issued giving it an opportunity to explain its position.

l. For a period commencing from the date of appointment of the Adviser till the completion of the transaction, the Adviser shall keep the Company/ Government informed of any mandate/contract entered into to advise or act on behalf of or associate itself with, any other person or entity (including any company, partnership, proprietary concern or individual or an HUF or association of persons or body of individuals) which is engaged in the same line of business as that of the Company being disinvested, in respect of any transaction of same nature as the transaction in respect of which the

Adviser has been appointed as the Adviser. Provided that, if six months or more have elapsed from the date of appointment as Adviser to the government disinvestment transaction, the Adviser would normally be permitted by the

Government/Company (being disinvested), save for exigent circumstances. The decision of the Government/Company (being disinvested) in this regard shall be final and binding on the Adviser. Further, the decision of the Government/Company (being divested) as to whether such other person or entity is engaged in the same line of business as that of the Company being disinvested, shall be final and binding on the Adviser.

m. For the purpose of clauses (k) and (l) above, the „nature" of transaction may include, but not be limited to, a capital market transaction which in turn could include, but not be limited to, a domestic offering of shares or any other security, whether by way of initial public offer or further public offer or qualified institutions placement or issue of IDRs or by any other manner, as well as the international offering of securities, whether by way of issue of ADRs, GDRs or FCCBs or by any other manner.

n. In the event the Adviser fails to obtain the prior written consent of the Government/Company (being disinvested) as aforesaid, the Government/ Company (being disinvested) shall be entitled to terminate the appointment of the Adviser. Before terminating the appointment, a show cause notice stating why its appointment should not be terminated would be issued to the Adviser giving it an opportunity to explain its position.

(V.P.Gupta)
Deputy Secretary to the Government of India

Annex – 1A

Print Media Plan

A. For Statutory Ads

For Statutory Ads the selection of newspapers will be based on lowest cost basis from English and Hindi, National Daily Newspapers and Regional Newspaper* to meet the statutory requirements of SEBI regarding publicity.

I. DRHP filing and RHP Registration Ads
   a. Size of Ads 24 cm x 50cm B/W
   b. Number of Ins - 02

II. Price Band Announcement Ad
   a. Size of Ads 33 cm x 50 cm B/w
   b. Number of Ins- 01

III. Basis of Allotment
   a. Size of Advt. 28 cm x 50 cm
   b. Number of Ins- 01

*: Financial Express and Jansatta combo or Business Standard (English and Hindi) and any Regional Newspaper if required as per SEBI guidelines.

B. For Issue Ads

I. Ads as per the media list given at Annexure A1 and A2; and A3
   a. Issue Open/Issue Closes for QIB/Issue Closes. (3-Insertions)
   b. Size of Advt.24 cm x 45 cm B/W

II. Media Plan for TV at Annexure A4.

C. For Corporate Ads

Newspapers

Media list given at A1 and A3

a. No. of Insertions: up to 2
b. Size: 825 sq. cm colour

Magazines

Media list given at A6

a. No. of Insertion; 1
b. Size Full page Colour

Annex-A1

List of Tier I Cities and Newspapers

S.No	City	Top English and Regional Newspapers	
1	Mumbai	**English**	**Marathi**
		1. The Times of India	1. Maharasthra Times 2. Loksatta
2	Ahmedabad	**English**	**Gujarati**
		1.The Times of India	1. Gujarat Samachar 2. Divya Bhaskar
3	Delhi	**English**	**Hindi**
		1. The Hindustan Times 2. The Times of India	1. Navbharat Times
4	Kolkata	**English**	**Bengali**
		1. The Telegraph	
5.	Jaipur	**English**	**Hindi**
			1. Dainik Bhaskar
6.	Rajkot	**English**	**Gujarati**
			1. Sandesh 2. Divya Bhaskar
7.	Chennai	**English**	**Tamil**
		1. The Hindu	
8.	Bangalore (Bengaluru)	**English**	**Kannada**
		1. The Times of India	
9.	Hyderabad	**English**	**Telugu**
		1. Deccan Chronicle	
10.	Baroda	**English**	**Gujarati**
		1. Indian Express	1. Gujarat Samachar 2. Sandesh
11.	Surat	**English**	**Gujarati**
			1. Gujarat Samachar 2. Sandesh

Annex-A2

List of Tier II Cities and Newspapers

S.No	City	Top Regional Newspapers
1.	Lucknow	**Hindi**
		Dainik Jagran
2.	Bhopal	**Hindi**
		Patrika
3.	Chandigarh	**Punjabi**
		The Tribune
4.	Bhubaneshwar	**Odia**
		Sambad
5.	Guwahatil	**Assamese**
		AsomiyaPartidin
6.	Vijaywada	**Telugu**
		Sakshi
7.	Kochi	**Malayalam**
		Malayala Manorama

Annex A3

List of Financial Newspapers

All editions in all languages of Economic Times, Mint, Business Standard, The Financial Express and The Hindu Business Line

Note:- In Corporate Advt. Two Insertions in ET and One Insertion in other News Papers.

Annex A4

TELEVISIONPLAN–ISSUE

Sl. ChannelNo.	TimeBand	No. of Days@	No. of spots per day	Edit(sec)	Total Second-age
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.Times now#	7PM to 11PM	5 Days	6	30	900
9.News 9#	7PM to 11PM	5 Days	6	30	900
10.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.

Annex-A5

Hoarding List

Outdoor Media Plan						
City	**Location**	**Media**	**Type**	**Size**		**Sqft**
Mumbai	Marine Drive	Hoarding	Flit	20	30	600
Mumbai	Peddar Road	Hoarding	MT/Flit	20	20	400
Mumbai	Haji Ali	Hoarding	ET/Flit	30	20	600
Mumbai	Worli Naka	Hoarding	MT/Flit	20	20	400
Mumbai	Prabhadevi Road	Hoarding	MT/Flit	40	20	800
Mumbai	Mahim Causeway	Hoarding	ET/Flit	20	20	400
Mumbai	Dadar ROB Flyover	Hoarding	Flit	30	30	900
Mumbai	Dharavi T - junction	Hoarding	Flit	30	20	600
Mumbai	Vakola Flyover	Hoarding	MT/Flit	41	41	1,681
Mumbai	Andheri Jog Flyover	Hoarding	ET/Flit	41	41	1681
Mumbai	Borivali S V Road	Hoarding	Nlit	30	20	600
Mumbai	Dadar T T Flyover	Hoarding	MT/Flit	40	20	800
Mumbai	Byculla Flyover	Hoarding	ET/Flit	20	20	400
Mumbai	J J Flyover	Hoarding	Flit	20	20	400
Mumbai	Sion Highway	Hoarding	ET/Flit	40	40	1,600
Mumbai	Santacruz Chembur Link Road (SCLR)	Hoarding	Flit	25	25	625
Mumbai	Vashi Toll Naka	Hoarding	Flit	30	20	600
Mumbai	Mulund Toll Naka	Hoarding	Nlit	40	40	1,600
Ahmedabad	Vijay Cross Road	Hoarding	Nlit	30	15	450
Ahmedabad	Mithakhali Circle	Hoarding	Flit	30	20	600
Ahmedabad	Paldi Cir	Hoarding	Flit	30	15	450
Ahmedabad	Polytechnic Cross Roads, Opp. Stock Exchange	Hoarding	Flit	30	15	450
Ahmedabad	Stadium Circle, C G Road	Hoarding	Flit	20	20	400
Ahmedabad	Shreyas Flyover bridge	Hoarding	Flit	30	20	600
Ahmedabad	Panjrapole circle	Hoarding	Flit	40	20	800
Ahmedabad	Drive in road	Hoarding	Flit	30	15	450
Surat	Athwalines , Parle Point	Hoarding	Flit	35	25	875
Surat	Bhatar Char Rasta Fly-over	Hoarding	Flit	20	20	400
Surat	Railway Station Fly-over	Hoarding	Flit	30	20	600
Baroda	R C Dutt road, Nr. Anjali chamber	Hoarding	Flit	20	20	400
Baroda	Shashtri bridge,	Hoarding	Flit	20	20	400

Baroda	Old Padra Road, Nr. Sakar Complex	Hoarding	Flit	30	20	600
Rajkot	Commecial area – Centre	Hoarding	Nlit	20	20	400
Rajkot	TrikonBaugeSq	Hoarding	Nlit	30	15	450
Rajkot	Jubliee chowk	Hoarding	Nlit	30	15	450
Delhi	ITO Twrds Darya ganj	Hoarding	Flit	20	10	200
Delhi	Mathura road near nehru place	Hoarding	Flit	20	10	200
Delhi	Pragati Maidan opp supreme court	Hoarding	Flit	20	10	200
Delhi	Defence colony	Hoarding	Flit	20	10	200
Delhi	Mayapuritwrdsdhaulankauan	Hoarding	Flit	20	10	200
Delhi	Lodi road towards Habit centre	Bus shelter	Blit	Various		250
Delhi	Pragati madain	Bus shelter	Blit	Various		250

Note: No. of hoarding in each of the location will be One and will be for 10 days. (5 Days for corporate and 5 Days for issue ads)

If any hoarding is not available during the campaign period, alternative hoarding with the same size, location should be suggested by the Agency.

The photograph of the hoardings with Lat long and GPS coordinates to be submitted after execution along with the bills.

Hoardings in the State Capital and other Cities of the State in which the CPSE is located. (to be selected by the CPSE) (Company specific)

Annex-A6

Magazines

Sl No.	Name of the magazine	Language	Size
1.	**India Today**	**Hindi**	Full Page One Insertion
2.	**Business Today**	**English**	Full Page One Insertion
3.	**Business World**	**English**	Full Page One Insertion
4.	**Dalal Street**	**English**	Full Page One Insertion

Annex-D1

Format for Financial Quote forAnnexure-A1

Publications	**Edition**	**Card Rate per sq. cm. gross (Rs.)**	**Nego rate per sq. cm. Gross (Rs.)**	**Total Negotiated Rate**
Total (excluding taxes) (For all newspapers in Annexure-A1 for 3 issue Ads)				
Taxes				
Grand Total				

Annex-D2

Format for Financial Quote forAnnexure-A2

Publications	Edition	Card Rate per sq. cm. gross (Rs.)	Nego rate per sq. cm. Gross (Rs.)	Total Negotiated Rate
Total (excluding taxes)(For all newspapers in Annexure-A2 for 3 issue Ads)				
Taxes				
Grand Total				

Annex-D3

Format for Financial Quote for Annexure- A3

Publications	Edition	Card Rate per sq. cm. gross (Rs.)	Nego rate per sq. cm. Gross (Rs.)	Total Negotiated Rate
Total (excluding taxes)(For all newspapers in Annexure-A3 for 3 issue Ads)				
Taxes				
Grand Total				

Annex-D4

Format for Financial Quote for Annexure- A4

TELEVISIONPLAN–ISSUE

Sl. No.	Channel	TimeBand	No.ofDays@	No.ofspots 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 4 PM	5 Days	1 2	30	1800			
2.	Zee Business*	9AM to 4 PM	5 Days	1 2	30	1800			
3.	CNBC TV 18*	9AM to 4 PM	5 Days	1 2	30	1800			
4.	ET NOW*	9AM to 4 PM	5 Days	1 2	30	1800			
5.	CNBC Bazar* (Gujarati Channel)	9AM to 4 PM	5 Days	1 2	30	800			
6.	Aaj Tak#	7PM to 11 PM	5 Days	6	30	900			
7.	Zee News#	7PM to 11 PM	5 Days	6	30	900			
8.	Times now#	7PM to 11 PM	5 Days	6	30	900			
9.	News 9#	7PM to 11 PM	5 Days	6	30	900			
10.	D.D. News #	7PM to 11 PM	5 Days	6	30	900			
Total (excluding taxes)									
Taxes **GST Component**									
Grand Total									

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.

Annex C1

Financial quotes for Corporate Ad in Newspaper for Annexure A1

Corporate Ad in Newspaper

Publicatio n	**Editio n**	**Size of Advt .**	**No. of Insertion**	**Card Rate per sq. cm. gros s (Rs.)**	**Nego. Rate er sq. cm. Gross(Rs .)**	**Total Negotiate d Rate**
		825 sq. cm. Colour	2			
		825 sq. cm. Colour	2			
		825 sq. cm. Colour	2			
		825 sq. cm. Colour	2			
		825 sq. cm. Colour	2			
		825 sq. cm. Colour	2			
Total (excluding of taxes) (For all newspapers in Annexure-A1 for Two insertions)						
Taxes **GST Component**						
Grand Total						

Annex C2

Financial quotes for Corporate Ad in Newspaper for Annexure A3

Corporate Ad in Newspaper

Publicati on	**Edition**	**Size of Advt.**	**No. of Insertion***	**Card Rate per sq. cm. gross (Rs.)**	**Nego. Rate er sq. cm. Gross(Rs.)**	**Total Negotiated Rate**
		825 sq. cm. Colour	2			
		825 sq. cm. Colour	2			
		825 sq. cm. Colour	2			
		825 sq. cm. Colour	2			
		825 sq. cm. Colour	2			
		825 sq. cm. Colour	2			
Total (excluding of taxes) (For all newspapers in Annexure-A3 for Two insertions)						
Taxes GST Component						
Grand Total						

*Note:- Two Insertions in ET and one Insertion in all others.

Annex-C3

Financial quotes for Corporate Ad for Annexure A4

TELEVISIONPLAN–ISSUE

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

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

Annex C4

Format for Financial Quote for Annexure-A5

Hoarding List

Outdoor Media Plan							
City	**Location**	**Media**	**Type**	**Size**		**Sqft**	**Total Cost**
Mumbai	Marine Drive	Hoarding	Flit	20	30	600	
Mumbai	Peddar Road	Hoarding	MT/Flit	20	20	400	
Mumbai	Haji Ali	Hoarding	ET/Flit	30	20	600	
Mumbai	Worli Naka	Hoarding	MT/Flit	20	20	400	
Mumbai	Prabhadevi Road	Hoarding	MT/Flit	40	20	800	
Mumbai	Mahim Causeway	Hoarding	ET/Flit	20	20	400	
Mumbai	Dadar ROB Flyover	Hoarding	Flit	30	30	900	
Mumbai	Dharavi T - junction	Hoarding	Flit	30	20	600	
Mumbai	Vakola Flyover	Hoarding	MT/Flit	41	41	1,681	
Mumbai	Andheri Jog Flyover	Hoarding	ET/Flit	41	41	1681	
Mumbai	Borivali S V Road	Hoarding	Nlit	30	20	600	
Mumbai	Dadar T T Flyover	Hoarding	MT/Flit	40	20	800	
Mumbai	Byculla Flyover	Hoarding	ET/Flit	20	20	400	
Mumbai	J J Flyover	Hoarding	Flit	20	20	400	
Mumbai	Sion Highway	Hoarding	ET/Flit	40	40	1,600	
Mumbai	Santacruz Chembur Link Road (SCLR)	Hoarding	Flit	25	25	625	
Mumbai	Vashi Toll Naka	Hoarding	Flit	30	20	600	
Mumbai	Mulund Toll Naka	Hoarding	Nlit	40	40	1,600	
Ahmedabad	Vijay Cross Road	Hoarding	Nlit	30	15	450	
Ahmedabad	Mithakhali Circle	Hoarding	Flit	30	20	600	
Ahmedabad	Paldi Cir	Hoarding	Flit	30	15	450	
Ahmedabad	Polytechnic Cross Roads, Opp. Stock Exchange	Hoarding	Flit	30	15	450	
Ahmedabad	Stadium Circle, C G Road	Hoarding	Flit	20	20	400	
Ahmedabad	Shreyas Flyover bridge	Hoarding	Flit	30	20	600	
Ahmedabad	Panjrapole circle	Hoarding	Flit	40	20	800	
Ahmedabad	Drive in road	Hoarding	Flit	30	15	450	
Surat	Athwalines , Parle Point	Hoarding	Flit	35	25	875	
Surat	Bhatar Char Rasta Fly-over	Hoarding	Flit	20	20	400	
Surat	Railway Station Fly-over	Hoarding	Flit	30	20	600	
Baroda	R C Dutt road, Nr. Anjali chamber	Hoarding	Flit	20	20	400	
Baroda	Shashtri bridge,	Hoarding	Flit	20	20	400	

Baroda	Old Padra Road, Nr. Sakar Complex	Hoarding	Flit	30	20	600	
Rajkot	Commecial area – Centre	Hoarding	Nlit	20	20	400	
Rajkot	TrikonBaugeSq	Hoarding	Nlit	30	15	450	
Rajkot	Jubliee chowk	Hoarding	Nlit	30	15	450	
Delhi	ITO Twrds Darya ganj	Hoarding	Flit	20	10	200	
Delhi	Mathura road near nehru place	Hoarding	Flit	20	10	200	
Delhi	Pragati Maidan opp supreme court	Hoarding	Flit	20	10	200	
Delhi	Defence colony	Hoarding	Flit	20	10	200	
Delhi	Mayapuritwrdsdhaulankauan	Hoarding	Flit	20	10	200	
Delhi	Lodi road towards Habit centre	Bus shelter	Blit	Various		250	
Delhi	Pragati madain	Bus shelter	Blit	Various		250	
					Total (excluding taxes)		
Taxes **GST Component**							
Grand Total							

Note: No. of hoarding in each of the location will be One and will be for 10 days.(5 Days for Corporate and 5 Days for issue ads)

If any hoarding is not available during the campaign period, alternative hoarding with the same size, location should be suggested by the Agency. The photograph of the hoardings with Lat long and GPS coordinates to be submitted after execution along with the bills.

Hoardings in the State Capital and other Cities of the State in which the CPSE is located. (to be selected by the CPSE) (Company specific)

Annex-C5

Financial quotes for Corporate Ad for Annexure A6

Magazines

Sl No.	Name of the magazine	Language	Size	Card Rate	Negotiated Rate	Total Net Cost
1.	**India Today**	**Hindi**	Full Page One Insertion			
2.	**Business Today**	**English**	Full Page One Insertion			
3.	**Business World**	**English**	Full Page One Insertion			
4.	**Dalal Street**	**English**	Full Page One Insertion			
Total (excluding taxes)						
Taxes **GST Component**						
Grand Total						

Annex-Z

Summary of Costs

Sl.No.	**Annexure**	**Particulars**	(Cost in Rs.)
I. DIPAM Media Plan			
1 A1	D1	Tier 1cities & newspapers	
2 A2	D2	Tier 2 Cities & newspapers	
3 A3	D3	Financial Newspapers	
4 A4	D4	Television	
5. 1A (Para-A)	D5 (As per Annex-1A (Para-A)	Statutory Ads (4INS)	
		Sub Total	
SI.	**Annexure**	**Particulars**	
II. Corporate Media Plan			
1 A1	C1	Print Media Plan	
2 A3	C2	Financial Newspapers	
3…….A4	C3	Electronic Media (Television)	
4…….A5	C4	Hoardings	
5 A6	C5	Magazines	
6.		Cost of production of corporate film/TVCs based on DRHP/RHP	
		Sub-Total	
III. Agency Fee			
1. DIPAM			
2. CPSE			
3. BRLMs			
		Sub Total	
	Grand Total (inclusive of all taxes)		

Note: 1. The cost should include all applicable taxes, duties, education cess, etc.

2. Only the Negotiated rates to be mentioned in the 'cost' column

Unit rates have been sought for enabling addition/ deletion and the same should not be reflected in the summary sheet / grand total. Only total cost in each annexure should be shown.

*Hoarding cost will include cost of flex production, rent and all applicable taxes.

(Signature of the Authorised Signatory with Date and Seal of the Agency)

Signature Not Verified
Digitally signed by MAMTA MEENA
Date: 2021.11.26 12:39:36 IST
Location: eProcure-EPROC