

**Indian Renewable Energy Development Agency Limited  
(A Government of India Enterprise)**

Registered Office:1<sup>st</sup> Floor, Core-4A, East Court, India Habitat Centre, Lodhi Road,  
New Delhi-110003.

**Dated: January 01, 2018**

**REQUESTS FOR PROPOSALS (RFP) FOR THE APPOINTMENT OF ENGAGEMENT OF  
ADVERTISING AGENCY FOR INITIAL PUBLIC OFFERING (IPO) IN DOMESTIC  
MARKET OF INDIAN RENEWABLE ENERGY DEVELOPMENT AGENCY LIMITED  
(IREDA)**

1. **Introduction**

- 1.1 Indian Renewable Energy Development Agency Limited (IREDA) or ("the Company") was incorporated under the Companies Act, 1956 on 11<sup>th</sup> March, 1987 as a wholly owned Government of India Enterprise exclusively for the financing of Renewable Energy and Energy Efficiency projects in India, under the administrative control of the Ministry of New & Renewable Energy (MNRE). The Renewable Energy (RE) technologies supported by IREDA include Solar Power, Wind Power, Small Hydro Power, Biomass Power, Cogeneration, Waste to Energy and Energy Efficiency/Conservation. IREDA is a Public Financial Institution under Sec 2(72) of the Companies Act, 2013 and is registered as a 'Non-Banking Finance Company' (NBFC) with the Reserve Bank of India (RBI).
- 1.2 Government of India has scaled-up the RE targets to 175 GW by the year 2022 which includes 100 GW from solar, 60 GW from wind, 10 GW from Bio-power and 5 GW from Small hydro-power. To achieve this ambitious target, substantial investments in RE sector will be required. Hence IREDA, being the premier financial institution for RE sector, it proposes to raise equity funds to leverage loan financing for RE Sector. The Public Issue of equity will enable IREDA to increase its equity base which will help it to raise more debt resources for funding RE projects.

2. **Proposal**

IREDA is proposing an Initial Public Offering through issue of fresh equity shares of 13,90,00,000 of the face value of Rs.10 each to the public on Book-Building Basis in the domestic capital market. A part of the Offering will be reserved for employees of the Company. The eligible employees and retail investors would be offered equity shares at a discount of upto 5% on the Issue Price.

3. For the proposed IPO, IREDA requires the services of an Advertising Agency. The indicative scope of work of the Advertising Agency is at **Annexure W**. Representatives of the BRLMs will assist the Selection Committee in the selection process.

4. The Company shall have exhaustive rights to accept or reject any proposal/bid received against this enquiry and/or cancel the process altogether without assigning any reason for the same.
5. The BRLM's shall remunerate the cost related to organisation of Domestic Road shows including interaction with press during the road shows (Public Relation works); and Designing and Developing of Statutory advertisements for the print media.
6. The Guideline for Qualification for Advisers as per **Annexure-Y** shall be applicable. The interested parties 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 8<sup>th</sup> June, 2011 exists as on the date and if in future such a conflict of interest arise, we will intimate the same to the 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, in respect of any transaction of same nature as the transaction for which the Company 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 company 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, 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:

- i) The content of the certificate must not be changed. Clarification, if any, may be provided separately.
- (ii) 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.

7. 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 counsel(s) in relation to the proposed IPO.
8. **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.
9. **Eligibility**  
To be eligible for the above transaction the advertising agency should have the following qualifications:-
  1. The agency should have requisite qualifications as prescribed for being empanelled as Category A as per DAVP guidelines which are as under:
    - i. Agencies with the turnover of Rs.100 crore and above in the past three (3) years;
    - ii. Professional experience of at least 5 years in social sector advertising;
    - iii. All India / Regional presence at least in 4 states.
  2. Should have experience in handling issue and statutory advertising for IPO/FPO in the last 6 years {please furnish the list of issues advertised in the last 6 years (i.e. by 31<sup>st</sup> December, 2017) and provide one sample for any one issue and Statutory Ads}.
  3. The agency should furnish the **No conviction Certificate** and **No conflict Certificate** as per para 6 of the RFP.
  4. The agency should have been 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).
  5. The agency should have organized press, analyst, and broker conference in at least one occasion.
10. The presentation is required to cover the following aspects with weightage indicated against each. The Selection Committee will assess each party on these parameters.
  - a. Experience of handling issue and statutory advertising for IPOs/FPOs in the last six years including support of addressing legal issues relating to company law and legal matters arising out of advertisement/ publicity relating to IPOs/FPOs (20/100)
  - b. Advertising strategy for the proposed IPO (40/100)
  - c. Capability of organizing the press, analyst and broker conference during the domestic road show (20/100)

- d. Details of interviews, panel discussion etc. to be arranged on the business news channels/business newspapers with company officials, BRLMS and other experts (10/100)
- e. Ability to manage negative publicity. Specific case studies may be presented (10/100)

11. **Submission of Proposal**

- a. The proposals are required to be submitted in two envelopes as per mentioned below:

- i. **Envelope 1:** To contain the technical bid as per format in paragraph 8. The envelope would be opened on **22<sup>nd</sup> January, 2018 at 15:30** hours in the Board Room of IREDA (3<sup>rd</sup> Floor, August Kranti Bhawan, Bhikaiji Cama Place, New Delhi- 110066). The bidders are allowed to remain present at the time of opening of the envelope.

The technical bid is also required to be sent through soft copy to Company at [ssuyal@ireda.in](mailto:ssuyal@ireda.in) & [rajeshnishad@ireda.in](mailto:rajeshnishad@ireda.in) after the opening of the bids.

- ii. **Envelope 2 (Sealed):** To contain the Financial Bid as per format in Annexure-Z and supporting by Annexure B1-B5 and C1-C6.

- b. The proposal (both the envelopes) can be submitted by 15:00 hrs. on **22<sup>nd</sup> January, 2018** to Shri. Surender Suyal, Company Secretary, Indian Renewable Energy Development Agency Limited, 3<sup>rd</sup> Floor, August Kranti Bhawan, Bhikaiji Cama Place, New Delhi-110066, Ph. 011-26717400-12 and 011-26717430; email: [ssuyal@ireda.in](mailto:ssuyal@ireda.in) in hard copies in original, duly signed by the authorized signatory. No proposal will be entertained after the appointed time and date. The Company will not be responsible for any postal/courier delay. The proposals received after the appointed time and date will stand summarily rejected.
- c. The Company reserves the sole right to accept or reject any or all Proposals thus received without assigning any reasons thereof.

12. **Evaluation Process**

- a. Qualified Advertising Agency (applicants) will be required to make a presentation in respect of their Proposal before the IPO Committee at the Board Room, Registered Office, 1<sup>st</sup> Floor, Core-4A, East Court, India Habitat Centre, Lodhi Road, New Delhi-110003.
- b. **The Schedule of presentation will be posted on the Company's website ([www.ireda.in](http://www.ireda.in)) or intimated through e-mail to the interested applicants in due course.**

- c. The IPO Committee will evaluate the applicants on the criteria mentioned in paragraph 9 above based on their Proposal and presentation; short-list them for considering their financial bids. The IPO Committee will open the Financial Bids of parties who score a **minimum of 70 marks** on the technical evaluation. The bids will be opened in the presence of the technically qualified bidders immediately after the presentations. L1, based on the quotation summarised in Annexure-Z, would be considered for selection. Bids with conditionality will be summarily rejected.
  - d. In case on a tie in the financial bid, the bidder who has a higher technical score will be considered.
- 13. In case an agency qualifies the cut off mark pre-decided by the Selection Committee, their financial bid as per **Annexure-Z** (submitted at the time of presentation in a sealed envelope) will be opened. The bid should also include the following costs:-
  - a. Advertising Agency fees for the works to be done commensurate with the work given by each as stated above.
  - b. Negotiated rates as per Company media plan given in Annexure (B1, B2, B3, B4 and B5)
  - c. Negotiated rates for Corporate media as per media plan given in Annexure (C1, C2, C3, C4, C5 and C6)
- 14. If any part of the Media plan is not implemented by the agency with the prior approval of Company then Pro rata deduction will be made from the bills as per the rates quoted in the Annexures, subjected to other conditions mentioned in the Annexures.
- 15. The Media Plan as mentioned in **Annexure 1A** may undergo a change as per requirements of the Company; in that case the payment to the Advertisement Agency will be made on per unit rate indicated in the bid for the actual quantities. Thus, there is no guarantee that the plan for which quotations have been invited will be implemented, the same could be much lower depending upon the need and the budgeted amount for this purpose.
- 16. The amount quoted by the bidder should be inclusive of all the applicable taxes, cess, duties, etc. 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. The price quoted by the Bidder should be minimum Re.1.00 (Rupee one) or in multiples of Re.1.00 (Rupee One), failing which the financial bid would be rejected.

Note: 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.

- 17. The bidders shall quote in their proposals lump sum price for the entire Scope of Work (**as mentioned in Annexure-W**) 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 break-up 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 Annexures W 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 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 Company. Post approval of the advertisement plan, in case there is unavailability of any advertisement media, same shall be communicated to the Company along with documentary evidence.

18. **Pre-bid meeting**

A pre-bid meeting will be organized in IREDA office on **12<sup>th</sup> January, 2018** at 3:00 PM at Corp. Office, 3rd Floor, August Kranti Bhawan Bhikaji, Cama Place, New Delhi-110066. The Bidders may use the platform to have all the queries answered. The Bidders are expected to submit all the queries before the pre-bid meeting. A maximum of two representatives from each bidder would be allowed in the pre-bid meeting. All queries in this regard should be sent by E-mail to [ssuyal@ireda.in](mailto:ssuyal@ireda.in); [rajeshnishad@ireda.in](mailto:rajeshnishad@ireda.in) by **12<sup>th</sup> January, 2018**.

19. For any further clarification, you may please contact Shri Surender Suyal/Shri Rajesh Kumar Nishad, Corp. Office, 3rd Floor, August Kranti Bhawan Bhikaji, Cama Place, New Delhi-110066, Tel. 011-26717406 & 26717406, e-mail: [ssuyal@ireda.in](mailto:ssuyal@ireda.in); [rajeshnishad@ireda.in](mailto:rajeshnishad@ireda.in)

**Scope of Work for IPO Advertising**

- **Formulate advertisement plan**
  - Assisting the Company in all aspects of Corporate and Offer related Publicity That are 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 counsel(s) appointed for the Offer and provided to the Company in connection with the Offer.
  - Recommend a suitable Media Plan for (i) Corporate Publicity; (ii) Statutory Advertisements; (iii) Issue related advertisements; and (iv) To reach out to investors through Roadshows and other meetings.
- **Preparation and Release of advertisements.**
  - Conceptualizing, 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, registering the red herring prospectus ("**RHP**") with Registrar of Companies ("**RoC**"), announcement of price band (including any revision of the price band, if required), Offer Opening advertisement, Offer Closing advertisement (including if required Offer Extension advertisement), public notices / addenda / corrigenda (if any), announcement of Offer Price (if any), basis of allotment advertisement and submit them to the Company, 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 advisor to the Offer.
  - Timely publication of the approved Offer Advertisements and/or Publicity Material as per the media plan and the release schedule as approved by the Company, the BRLMs and the legal counsel(s) 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**

- Creation of Corporate Advertisements based on the contents of the DRHP/RHP
  - Designing, developing and publication of advertisements for the print media
  - 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 road shows.
- 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/e-distribution of invitation cards, folders/brochures, etc

- **Organise domestic road shows**

- Management of domestic road shows (which is in compliance with the applicable law) for media, broker and analysts as per the plans developed for stimulating interest in IREDA's IPO.
- 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 Equipments 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 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 including scanned copies of such coverage 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 30 days after the listing of the Equity Shares of the Company on the Stock Exchanges is completed, including coverage of listing of Equity Shares. 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 and the Company. 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 back-up 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 IREDA 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 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

- **Other Miscellaneous Scope of work**

- 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 Initial Public Offer analysis, Advertisements and Initial Public Offer Advertisements consistent with the Initial Public Offer Documents, the SEBI ICDR Regulations, Companies Act other applicable laws and the Publicity Memorandum governing such communications.
- Advising on all aspects of corporate and Initial Public Offer related communications and responsible for managing and executing the same in accordance with the guidelines and restrictions for publicity and publicity materials as provided in the SEBI ICDR Regulations, Companies Act and the Publicity Memorandum.
- Reporting of any supplementary information that may be added to the Initial Public 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 Initial Public 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) **Note:** *Given that the registered office of the Company is situated in Delhi, no requirement no any advertisement in vernacular newspapers other than 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 hereto 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 Initial Public Offer.
- The Advertising Agency would distribute any Advertisement (including Initial Public Offer Advertisements) and/or Publicity Material relating to the Company and/or the Initial Public 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 Initial Public Offer Advertisements and other Publicity Material inter-alia including all statutory advertisements in connection with the Initial Public 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 Initial Public Offer Advertisements and Publicity Material as per the media plan and release schedule approved by the Company and the BRLMs.

- 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, Initial Public Offer Advertisements and Publicity Material prepared or issued by the Advertising Agency.
- The Advertising Agency represents that the BRLMs can rely on its confirmation, as provided in the format specified in Annexure B, C, to the extent relevant and applicable, for providing compliance certificate in connection with press releases, Initial Public 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.
- 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.
- 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, Company reserves the right to modify the same at any stage at its sole discretion

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F.No. 5/3/2011-Policy  
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.

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.

Sd/-  
(V.P. Gupta)  
Deputy Secretary to the Government of India  
Tel: 24368036

**Print Media Plan**

**A. Statutory Ads**

For Statutory Ads the selection of newspaper will be based on lowest cost basis from English and Hindi, National Daily Newspapers 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

Note: The Financial Express and Jansatta combo or The Business Standard (English & Hindi) to be used.

**B. Issue Ads**

- I. Ads as per the media list given at Annexure A1 to 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 A-4

III. Display on Hoardings as per Annexure-A-6

**C. Corporate Ads**

I. Newspapers

Ads as per the media list given at Annexure A1 & A3

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

II. Magazines

Media List given at A-7

- a. No. of Insertions: 1
- b. Size Full Page colour



**List of Tier I Cities and Newspapers**

<b>S.No</b>	<b>City</b>	<b>Top English and Regional Newspapers</b>	
<b>1</b>	<b>Mumbai</b>	<b>English</b>	<b>Marathi</b>
		1. The Times of India	1. Maharashtra Times 2. Loksatta
<b>2</b>	<b>Ahmedabad</b>	<b>English</b>	<b>Gujarati</b>
		1.The Times of India	1. Gujarat Samachar 2. Divya Bhaskar 3. Sandesh
<b>3</b>	<b>Delhi</b>	<b>English</b>	<b>Hindi</b>
		1. The Hindustan Times 2. The Times of India 3. Mail Today	1. Navbharat Times 2. Dainik Jagran 3. Punjab Kesari
<b>4</b>	<b>Kolkata</b>	<b>English</b>	<b>Bengali</b>
		1. The Telegraph	1.Ananda Bazar Patrika
<b>5.</b>	<b>Jaipur</b>	<b>English</b>	<b>Hindi</b>
		--	1. DainikBhaskar 2. Rajasthan Patrika
<b>6.</b>	<b>Rajkot</b>	<b>English</b>	<b>Gujarati</b>
		--	1. Sandesh 2. Divya Bhaskar
<b>7.</b>	<b>Chennai</b>	<b>English</b>	<b>Tamil</b>
		1.The Hindu	1. Thanthi
<b>8.</b>	<b>Bangalore (Bengaluru)</b>	<b>English</b>	<b>Kannada</b>
		1.The Times of India	1.Vijay Karnataka
<b>9.</b>	<b>Hyderabad</b>	<b>English</b>	<b>Telugu</b>
		1.Deccan Chronicle	1.Sakshi
<b>10</b>	<b>Baroda</b>	<b>English</b>	<b>Gujarati</b>
		--	1.Gujarat Samachar 2. Sandesh 3. DIivya Bhaskar
<b>11</b>	<b>Surat</b>	<b>English</b>	<b>Gujarati</b>
		--	1. Gujarat Samachar 2. Sandesh 3. DivyaBhaskar

**List of Tier II Cities and Newspapers**

<b>S.No</b>	<b>City</b>	<b>Top English and Two Regional Newspapers</b>	
<b>1.</b>	<b>Lucknow</b>	<b>English</b>	<b>Hindi</b>
		The Time of India	1. DainikJagran
<b>2.</b>	<b>Bhopal</b>	<b>English</b>	<b>Hindi</b>
		The Pioneer	1. Dainik Bhaskar
<b>3.</b>	<b>Chandigarh</b>	<b>English</b>	<b>Punjabi</b>
		1. The Tribune	Ajit
<b>4.</b>	<b>Bhubaneshwar</b>	<b>English</b>	<b>Odia</b>
		The Times of India	Sambad
<b>5.</b>	<b>Guwahatil</b>	<b>English</b>	<b>Assamese</b>
		Sentinal	Asomiya Partidin
<b>6.</b>	<b>Vijaywada</b>	<b>English</b>	<b>Telugu</b>
		The Hindu	Sakshi
<b>7.</b>	<b>Kochi</b>	<b>English</b>	<b>Malayalam</b>
		The Hindu	Malayala Manorama

**List of Financial Newspapers**

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

**TELEVISION PLAN–  
ISSUE**

<b>Sl. Channel No.</b>	<b>Time Band</b>	<b>No.of Days</b>	<b>No. of spots per day</b>	<b>Edit (sec)</b>	<b>Total Seconds</b>
1.CNBC Awaaz *	6AM to 11PM	5 Days	16	30	2400
2.Zee Business*	6AM to 11PM	5 Days	16	30	2400
3.CNBC TV 18*	6AM to 11PM	5 Days	16	30	2400
4.ET NOW*	6AM to 11PM	5 Days	16	30	2400
5.CNBC Bazar* (Gujarati Channel)	6AM to 11PM	5 Days	16	30	2400
6.Aaj Tak#	7PM to 11PM	5 Days	8	30	1200
7.Zee News#	7PM to 11PM	5 Days	8	30	1200
8.ABP News#	7PM to 11PM	5 Days	8	30	1200
9.Times now#	7PM to 11PM	5 Days	8	30	1200
10.D.D. News#	7PM to 11PM	5 Days	8	30	1200

Note\*: On closing day only till 1PM. 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.

Note#: Ensure that there is no telecast on issue closing day. Apex report and original Telecast Certificate Issued by the respective channel. No payment if telecast the time band 90% execution mandatory in each channel, else no payment for the channel.

(INTERNET BASED MARKETING)

<b>Portal</b>	<b>Properties</b>	<b>Ad size</b>	<b>Duration</b>	<b>Buying Type</b>	<b>Exp. Impression</b>	<b>Exp. CTR</b>	<b>Exp. Clicks</b>
Money Control	Home Page-skinning	As per the Specs	2 Days	Fixed			
	Jacket – company Page	As per the Specs	2 Days	Fixed			

## HOARDING LIST

City	Location	Media	Type	Size		Sq. ft.
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	Bandra Flyover	Hoarding	ET/Flit	40	40	1,600
Mumbai	Bandra ROB Flyover	Hoarding	MT/Flit	40	40	1,600
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	Panjrappole 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	Trikon Bauge Sq	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	Mayapuri twrds dhaultan kauan	Hoarding	Flit	20	10	200
Delhi	Lodi road towards Habit centre	Bus shelter	Blit	Various		250
Delhi	Pragati madain	Bus shelter	Blit	Various		250

**MAGAZINES**

<b>Sl No.</b>	<b>Name of the magazine</b>	<b>Language</b>	<b>Size</b>
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-B1**

Format for Financial Quote for Annexure-A1

<b>Publications</b>	<b>Edition</b>	<b>Card Rate per sq. cm. gross (Rs.)</b>	<b>Nego rate per sq. cm. Gross (Rs.)</b>	<b>Total Negotiated Rate</b>
<b>Total (excluding taxes)</b>				
<b>Taxes</b>				
<b>Grand Total</b>				



**Annex-B2**

Format for Financial Quote for Annexure-A2

<b>Publications</b>	<b>Edition</b>	<b>Card Rate per sq. cm. gross (Rs.)</b>	<b>Nego rate per sq. cm. Gross (Rs.)</b>	<b>Total Negotiated Rate</b>
<b>Total (excluding taxes)</b>				
<b>Taxes</b>				
<b>Grand Total</b>				

**Annex-B3**

Format for Financial Quote for Annexure-A3

<b>Publications</b>	<b>Edition</b>	<b>Card Rate per sq. cm. gross (Rs.)</b>	<b>Nego rate per sq. cm. Gross (Rs.)</b>	<b>Total Negotiated Rate</b>
<b>Total (excluding taxes)</b>				
<b>Taxes</b>				
<b>Grand Total</b>				

## Format for Financial Quote for Annexure-A4

**TELEVISION PLAN–  
ISSUE**

Sl. Channel No.	Time Band	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
1.CNBC Awaaz *	6AM to 11PM	5 Days	16	30	2400			
2.Zee Business*	6AM to 11PM	5 Days	16	30	2400			
3.CNBC TV 18*	6AM to 11PM	5 Days	16	30	2400			
4.ET NOW*	6AM to 11PM	5 Days	16	30	2400			
5.CNBC Bazar* (Gujarati Channel)	6AM to 11PM	5 Days	16	30	2400			
6.Aaj Tak#	7PM to 11PM	5 Days	8	30	1200			
7.Zee News#	7PM to 11PM	5 Days	8	30	1200			
8.ABP News#	7PM to 11PM	5 Days	8	30	1200			
9.Times now#	7PM to 11PM	5 Days	8	30	1200			
10.News 9#	7PM to 11PM	5 Days	8	30	1200			
11.India Today#	7PM to 11PM	5 Days	8	30	1200			
12.D.D. News#	7PM to 11PM	5 Days	8	30	1200			
Total (excluding taxes)								
Taxes								
Grand Total								

Note\*: On closing day only till 1PM. 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.

Note#: Ensure that there is no telecast on issue closing day. Apex report and original Telecast Certificate Issued by the respective channel. No payment if telecast the time band 90% execution mandatory in each channel, else no payment for the channel.

**Internet based Marketing**

Format for Financial Quote for Annexure-A5

Portal	Properties	Ad size	Duration	Buying Type	Exp. Impression	Exp. CTR	Exp. Clicks	Budget
Money Control	Home Page-skinning	As per the Specs	2 Days	Fixed				
	Jacket – company Page	As per the Specs	2 Days	Fixed				
Total (excluding taxes)								
Taxes								
Grand Total								

**Annex C1****(Corporate Ad in Newspaper)****Financial quotes for Corporate Ad in Newspaper for Annexure A1**

<b>Publications</b>	<b>Edition</b>	<b>Size of Advt.</b>	<b>No. of Insertion</b>	<b>Card Rate per sq. cm. gross (Rs.)</b>	<b>Nego rate per sq. cm. Gross (Rs.)</b>	<b>Total Negotiated Rate</b>
		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			
<b>Total (excluding taxes)</b>						
<b>Taxes</b>						
<b>Grand Total</b>						

**AnnexC2****(Corporate Ad in Newspaper)****Financial quotes for Corporate Ad in Newspaper for Annexure A3**

<b>Publications</b>	<b>Edition</b>	<b>Size of Advt.</b>	<b>No. of Insertion</b>	<b>Card Rate per sq. cm. gross (Rs.)</b>	<b>Nego rate per sq. cm. Gross (Rs.)</b>	<b>Total Negotiated Rate</b>
		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			
<b>Total (excluding taxes)</b>						
<b>Taxes</b>						
<b>Grand Total</b>						

## Financial quotes for Corporate Ad for Annexure A4

TELEVISIONPLAN–  
ISSUE

Sl. Channel No.	Time Band	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
1.CNBC Awaaz *	6AM to 11PM	5 Days	16	30	2400			
2.Zee Business*	6AM to 11PM	5 Days	16	30	2400			
3.CNBC TV 18*	6AM to 11PM	5 Days	16	30	2400			
4.ET NOW*	6AM to 11PM	5 Days	16	30	2400			
5.CNBC Bazar* (Gujarati Channel)	6AM to 11PM	5 Days	16	30	2400			
6.Aaj Tak#	7PM to 11PM	5 Days	8	30	1200			
7.Zee News#	7PM to 11PM	5 Days	8	30	1200			
8.ABP News#	7PM to 11PM	5 Days	8	30	1200			
9.Times now#	7PM to 11PM	5 Days	8	30	1200			
10.News 9#	7PM to 11PM	5 Days	8	30	1200			
11.India Today#	7PM to 11PM	5 Days	8	30	1200			
12.D.D. News#	7PM to 11PM	5 Days	8	30	1200			
Total (excluding taxes)								
Taxes								
Grand Total								

Note\*: On closing day only till 1PM. 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.

Note#: Ensure that there is no telecast on issue closing day. Adex report and original Telecast Certificate Issued by the respective channel. No payment if telecast the time band 90% execution mandatory in each channel, else no payment for the channel.

**Annex C4**

(Internet based Marketing)

**Financial quotes for Corporate Ad for Annexure A5**

Portal	Properties	Ad size	Duration	Buying Type	Exp. Impression	Exp. CTR	Exp. Clicks	Budget
Money Control	Home Page-skinning	As per the Specs	2 Days	Fixed				
	Jacket – company Page	As per the Specs	2 Days	Fixed				
Total (excluding taxes)								
Taxes								
Grand Total								



## Annex C5

**Hoarding List** [Please note that the below mentioned list of locations is indicative and additional locations (as decided by the Company and the BRLMs), may require to be covered in major metropolitan or urban areas.]

Outdoor Media Plan							Total Cost
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	Bandra Flyover	Hoarding	ET/Flit	40	40	1,600	
Mumbai	Bandra ROB Flyover	Hoarding	MT/Flit	40	40	1,600	
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	Byculia 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. 5akar Complex	Hoarding	Flit	30	20	600	
Rajkot	Commecial area - Centre	Hoarding	Nlit	20	20	400	
Rajkot	Trikon Bauge Sq	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	Mayapuri twrds dhaulan kauan	Hoarding	Flit	20	10	200	
Delhi	Lodi road towards Habit centre	Bus shelter	Blit	Various		250	
Delhi	Pragati madain	Bus shelter	Blit	Various		250	
<b>Total (excluding taxes)</b>							
Taxes							
Grand Total							

**Note: No. of hoarding in each of the location will be One and will be for 10 days. If any hoarding is not available during the campaign period, alternative hoarding with the same size, location should be suggested by the Agency.**

## Financial quotes for Corporate Ad for Annexure A7

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			
<b>Total (excluding taxes)</b>						
<b>Taxes</b>						
<b>Grand Total</b>						

**Annex-Z****Summary of Costs**

<b>Sl.No.</b>	<b>Annexure</b>	<b>Particulars</b>	<b>(Cost in Rs.)</b>
I. Company Media Plan			
1	B1	Tier 1 cities & newspapers	
2	B2	Tier 2 Cities & newspapers	
3	B3	Financial Newspapers	
5			
4	B4	Television	
5	B5	Websites	
	B6 (As per Annex-1A (Para-A))	Statutory Ads & Issue Ads	
		<b>Sub-Total</b>	
SI.	<b>Annexure</b>	<b>Particulars</b>	
II. Corporate Media Plan			
1	C1	Print Media Plan	
2	C2	Financial Newspapers	
3	C3	Electronic Media (Television)	
4	C4	Internet Based Market*	
6	C5	Hoardings	
7	C6	Magazines	
		Cost of Production of Corporate Film/ TVC's based on DRHP/RHP	
		<b>Sub-Total</b>	
III. Agency Fee			
1. COMPANY			
2. BRLMs			
		<b>Sub-Total</b>	
		<b>Grand Total (inclusive of all taxes)</b>	

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
3. 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)**