

NCRMI/Oru veetil-2014/004C/14

21.08.2014

TENDER

Department of Coir is proposed to organize Visual Media campaign of Oru Veetil Oru Kayar Ulpannam during Onam Season of 2014. In this connection quotations are invited from reputed firms for developing and broadcasting advertisement in leading channels. Last date for submission of the tender is 28.08.2014 at 2 PM. For more details log on to www.ncrmi.org.

DIRECTOR
NCRMI

DETAILS OF THE CHANNELS

Channel	Program	Day	Period	Value Addition
Asianet News	Spot Buy	Mon-Sun	15 Days	Co- Sponsorship of Onam programs
MMTV	Spot Buy	Mon-Sun	15 Days	Co- Sponsorship of Onam programs
Indiavision	Spot Buy	Mon-Sun	15 Days	Co- Sponsorship of Onam programs
JaiHind	Spot Buy	Mon-Sun	15 Days	Co- Sponsorship of Onam programs
Reporter	Spot Buy	Mon-Sun	15 Days	Co- Sponsorship of Onam programs
Mathrubhumi News	Spot Buy	Mon-Sun	15 Days	Co- Sponsorship of Onam programs
Kairali People	Spot Buy	Mon-Sun	15 Days	Co- Sponsorship of Onam programs
Dooradarshan	Spot Buy	Mon-Sun	15 Days	Co- Sponsorship of Onam programs
Amritha Tv	Spot Buy	Mon-Sun	15 Days	Co- Sponsorship of Onam programs
Darsana Tv	Spot Buy	Mon-Sun	15 Days	Co- Sponsorship of Onam programs

TERMS & CONDITIONS

1. The Advertisement should be broadcasted in the programs agreed by NCRMI and on date & time of the above said Visual & Audio media.
2. Technical bid and financial bid should be submitted in separate covers superscribing - "Technical Bid" & "Financial Bid" separately.
3. The relevant experience of firms in similar work for firms preferably Government organization should be attached with the Technical bid.
4. The Tenderers should submit the tenders on or before 2 PM of 28.08.2014.
5. The tender shall be opened on 28.08.2014 at 2.30 pm.
6. Director, NCRMI reserves the right to cancel the process of Tender without assigning any reasons.