

Government of Rajasthan, Department of Tourism
Sanjay Marg, Opp. Vidhayakpuri Police Station, Jaipur, Telfax.0141 2822852/47/02
Email – mktg-dot@rajasthan.gov.in

No. F 3 () Advt./IPL/DT/2023/ 2896

Dated: 19/05/2023

Notice for Single Source Procurement under the RTPP Act, 2012

Under the direct Single Source Procurement provisions of the Rajasthan Transparency in Public Procurement (RTPP) Act, 2012 read with RTPP Rules, 2013 and in view of the fact the Department of Tourism, Government of Rajasthan, Jaipur intends to complete the following work. In this regard, the department has received proposal from **M/s Star Sports on email dated 30.03.2023 and 04.04.2023** for advertisement proposal for Rajasthan Tourism. M/s Star Sports is the official TV broadcaster (sole rights) of IPL 2023, they have proposed the Department for release of TV advertisements during the last four (4) Key matches of the IPL-2023.

Scope of Work:

Deliverables for advertisement on Star Sports TV for last 4 key- matches of the IPL as mentioned below:

Platform	Campaign Duration /No of Matches	Deliverables/Details
Star Sports (Official TV Broadcaster of IPL 2023)	Last 4 Key-Matches of the IPL 2023	<ul style="list-style-type: none">One Spot- 10 SecondsMaximum Spots- 6 Spots per matchPer Spot Cost Rs. 18,25,000/-Cost Per match- Rs. 1,09,50,000
Total cost of the campaign		Rs. 4,38,00,000/- + taxes

Financial Proposal:

Cost for the above work: Rs. 4.38 Cr. + GST

Terms and Conditions:

1. This notice has been issued under section 17 (2) of Rajasthan Transparency in Public Procurement (RTPP) Act, 2012 and the same may be published on State Public Procurement Portal (SPPP) for open information and submission of any objections/ comments. The comments should reach within 2 days.
2. An agreement shall be executed on Rs. 500/- Non-Judicial Stamp paper (Stamp duty paid in Rajasthan) in prescribed format.
3. Performance security shall be deposited as per the rules/ work order.
4. Validity of the contract will be one month after issue of work order.


(Sumita Saroch)
Joint Director (Mktg.)

No. F 3 () Advt./IPL/DT/2023/ 2897 - 902

Dated: 19/05/2023

Copy forwarded to following for information and necessary action please: -

1. PS to Principal Secretary, Tourism
2. PS to Director, Tourism
3. PA to Additional Director (Admn.), Tourism
4. Chief Accounts Officer
5. Joint Director (Marketing)
6. ACP(DD), IT Cell, Department of Tourism, Rajasthan, Jaipur to upload this notice on SPPP


(Daleep Singh Rathore)
Deputy Director (Mktg.)

IPL 2023 Proposal | Rajasthan Tourism

Chopra, Ashish <Ashish.Chopra@disney.com>

Thu 30-03-2023 02:26 PM

To: cotraj@gmail.com <cotraj@gmail.com>; mktg-dot@rajasthan.gov.on <mktg-dot@rajasthan.gov.on>;

Cc: cot-dot@rajasthan.gov.in <director.tourism@RAJASTHAN.GOV.IN>; Katiyar, Abhishek <Abhishek.Katiyar@disney.com>; mktg-dot@rajasthan.gov.in <mktg-dot@rajasthan.gov.in>;

1 attachments (37 KB)

RR Match Proposal IPL2023_V2.xlsx;

Respected Dr Rashmi Sharma Madam,

Greetings from Star Sports.

This is with reference to our meeting held regarding different properties on IPL TV (Star Sports)

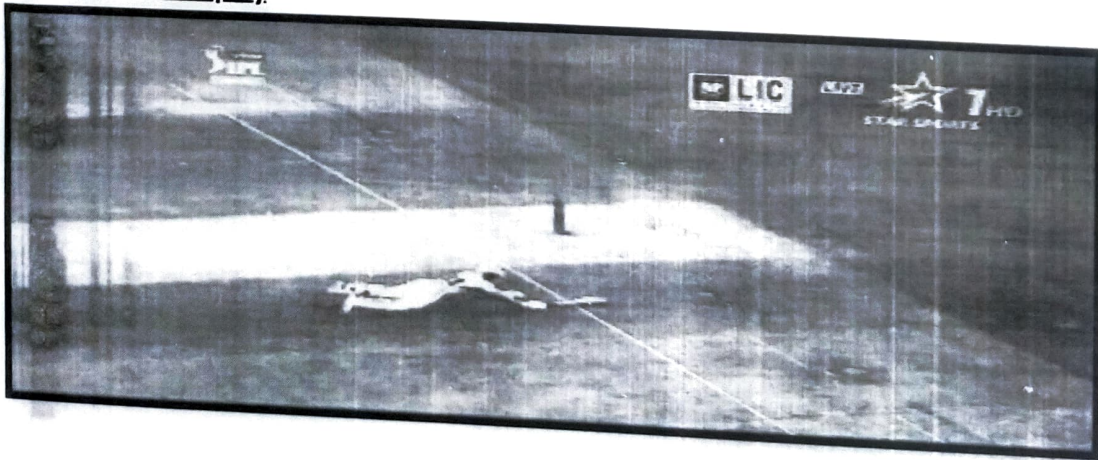
We will be delighted to be **partner** with **Rajasthan tourism on IPL 2023** for the attached proposal.

Following are options in the proposal.

- Option 1:- Super 4 Feature Alternate Half Innings** will have L band on SD & Aston on HD
- Option 2:- Spot buy Proposal (SD+HD)** with 60 sec, 80sec & 100 sec options.
- Option 3:- Action Replay Alternate Half Innings** will have logo replay
- Option 4:- Closer to live (CTL) 1 & 4**

Following are the sample for Action Replay, Super 4 & CTL(Closure To Live)

Sample Action Replay



Super 4 sample L Band on SD:



Super 4 sample Aston on HD



Sample CTL(Closure to Live)

PFB the BCCI link which states Star Sports as official broadcaster.

<https://www.iplt20.com/search?text=ipl+broad+caster&type=all>

Please do let us know the way ahead on the attached proposal.

Thanks,

Ashish Chopra
9999345395
Director Sales
Sports Business

Fwd: Feature - Proposal Rajasthan Tourism

Rajasthan Tourism <dotmediacampaign@gmail.com>

Wed 05-04-2023 11:38 AM

To: mktg-dot@rajasthan.gov.in <mktg-dot@rajasthan.gov.in>;

📎 1 attachments (17 KB)

Feature - Proposal Rajasthan TourismV1.xlsx;

Mail received from Ashish Chopra, Star Sports

----- Forwarded message -----

From: Chopra, Ashish <Ashish.Chopra@disney.com>

Date: Tue, Apr 4, 2023 at 7:52 PM

Subject: Feature - Proposal Rajasthan Tourism

To: dotmediacampaign@gmail.com <dotmediacampaign@gmail.com>

Hi Sir

As Discussed enclosed pls find the Proposal of Pushbacks (**L Band**) /Squeeze-ups (**Aston Band**) in Live IPL Matches . I have given options of 10 matches (7 Cr) 8 matches (5.6 Cr.) 6 matches (4.2 Cr.) and 4 last matches (3.6 Cr.) . pls note last 4 matches are **Key Matches** so rates will differ vs other matches . Also have added some channels on which we will give the same Exposures as value add.

Pls do reach out for any further clarifications.

Thanks

Ashish Chopra

Client name Rajasthan Tourism

Package name RR Spotbuys-LIVE (14 matches) package on IPL 2023

Match No.	Match Day	Date	Day	Time	Slot	Match	Venue
4	3	2-Apr-23	Sun	15:30	Aft	SRH v RR	Hyderabad
8	6	5-Apr-23	Wed	19:30	Eve	RR v PK	Guwahati
11	9	8-Apr-23	Sat	15:30	Nit	RR v DC	Guwahati
17	13	12-Apr-23	Wed	19:30	Eve	CSK v RR	Chennai
23	17	16-Apr-23	Sun	19:30	Eve	GT v RR	Ahmedabad
26	20	19-Apr-23	Wed	19:30	Eve	RR v LSG	Jaipur
32	24	23-Apr-23	Sun	15:30	Aft	RCB v RR	Bengaluru
37	28	27-Apr-23	Thu	19:30	Eve	RR v CSK	Jaipur
42	31	30-Apr-23	Sun	19:30	Eve	MI v RR	Mumbai
48	36	5-May-23	Fri	19:30	Eve	RR v GT	Jaipur
52	38	7-May-23	Sun	19:30	Eve	RR v SRH	Jaipur
56	42	11-May-23	Thu	19:30	Eve	KKR v RR	Kolkata
60	45	14-May-23	Sun	15:30	Aft	RR v RCB	Jaipur
66	50	19-May-23	Fri	19:30	Eve	PK v RR	Dharamshala

RR Spotbuys-LIVE (14 matches) package on IPL 2023

Event	Status	Classification	Feed	Language	Channel	Property	# of Matches/ Days/ Episodes	#Days per match	FCT or Exposure per Match/ Day/ Episode (Per Channel)^	Total FCT/ Exposures (Per Channel)	Net ASR / Exp rate	Total Cost (Net INR Cr)
IPL 2023	Spotbuys	Live	SD HD	English, Hindi, Regionals	Star Sports	FCT-Live	14	1	60	840	1825000	15.3
Total											840	15.3
Total Cost (Net INR Cr)											1,680	

RR Spotbuys-LIV (14 matches) package on IPL 2023

Event	Status	Classification	Feed	Language	Channel	Property	# of Matches/ Days/ Episodes	#Days per match	FCT or Exposure per Match/ Day/ Episode (Per Channel)^	Total FCT/ Exposures (Per Channel)	Net ASR / Exp rate	Total Cost (Net INR Cr)
IPL 2023	Spotbuys	Live	SD HD	English, Hindi, Regionals	Star Sports	FCT-Live	14	1	80	1,120	1825000	20.4
Total											1,120	20.4
Total Cost (Net INR Cr)											2,240	

RR Spotbuys-LIVE (14 matches) package on IPL 2023

Event	Status	Classification	Feed	Language	Channel	Property	# of Matches/ Days/ Episodes	#Days per match	FCT or Exposure per Match/ Day/ Episode (Per Channel)^	Total FCT/ Exposures (Per Channel)	Net ASR / Exp rate	Total Cost (Net INR Cr)
IPL 2023	Spotbuys	Live	SD HD	English, Hindi, Regionals	Star Sports	FCT-Live	14	1	100	1,400	1825000	25.6
Total											1,400	25.6
Total Cost (Net INR Cr)											2,800	

Additional channels which brand will enjoy will depend on broadcast plan and match selection by client

Terms & Condition:

Taxes extra as applicable

This offer is subject to a competitor in the same category not becoming a ground sponsor of BCCI for the IPL, in such a case the ground sponsor would have the first right to buy this sponsorship. This package is subject to BCCI / channel guidelines.

^Secondage mentioned for FCT & number of exposures mentioned for graphical elements and segment

Matches considered for Live entitlements, Days considered for Cricket Live entitlements, Episodes considered for Surround Shows, etc. Matches count and PPL Days is subject to final schedule from BCCI / channel broadcast plan & the days / FCT may change accordingly

No Spot placement request would be entertained

Pushbacks/Squeezeups duration - Max 5 secs

For regional channels, the commercial should be in the respective regional language

Additional channels (outside sports network) broadcast plan, inventory plan is mentioned as expected and is subject to change

Additional channels which brand will enjoy will depend on broadcast plan and match selection by client

Some of the additional channels (outside sports network) might be present only for the opening match / opening weekend

Channel mix may change without prior notice

Minimum 25% of total LIVE FCT should be in the afternoon matches (minimum allocation percentage could change basis the final schedule)

Matches contested between Tier 2 teams to comprise a minimum of 25% of the total LIVE FCT allocation (There will be 5 teams in Tier 2)

Minimum 20% of the total LIVE FCT to be placed in STO (Strategic Time Out) breaks

Key matches - 6 matches (Opening match + 4 playoffs + one match TBC) - LIVE FCT allocation guidelines.

-Clients buying 50 or more non key matches, will get 100% FCT of average non key matches FCT, in key matches

-Clients buying 32 to 49 non key matches, will get 50% FCT of average non key matches FCT, in key matches

-Clients buying 18 to 31 non key matches, will get 25% FCT of average non key matches FCT, in key matches

-For Clients buying less than 18 non key matches, separate rate applicable for key matches

Wherever applicable, LIVE FCT capping on Star Gold SD + HD (or any respective Star network movie channel) will be 2/3rd (i.e. 66.67%) of Star Sports Hindi SD + HD channels

FCT capping on all additional channels for PPL will be 50% that of Star Sports channels, however only on mid show, 100% FCT will be applicable

*Additional channels - Others means the channels outside of the Star Sports network which are the mirror feeds of the Star Sports channels

Kindly adhere to Star Sports and additional channels' traffic and presentation teams' timelines

The above additional entitlements need to be consumed by series being offered (as given in value add grid). Same wont be carried forward in case of missed events by client/agency

Network Sponsor day - Creatives to be used in Live, CTL and PPL along with surround. Co-branded promos made by Star Sports promoting the upcoming sponsor day

Network Sponsor day - Selection of sponsor day done mutually between brand and Star Sports on first come first serve. Sponsor days cant be executed on Opening weekend and Playoffs

IPL Originals Shows - like IPL Gameplan, IPL Matchpoint and IPL Fantasy Gameplan or if any other show done by Star Sports will be offered to clients basis availability and first come first serve basis

Branded Hotspots - content capsules using match footage will be made along the lines of Top wickets, Top sizes, Top stylish shots, etc basis first come first serve as mutually agreed between brand and Star Sports

Entitlement on additional entitlements will be 'first come-first serve' basis & subject to early sign before additional events. No Make Good will happen in case of later signups

In case of deal signed after the event or show start date, FCT will be given only for remaining days or episodes

For the properties for Additional: Broadcast plan, event schedule, number of episodes, duration is subject to change