

Government of Rajasthan, Department of Tourism

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

Dated: 19/06/2023

No. F 3 () Advt./Discovery/DT/2023/ 52/0

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 Discovery Communications India (Warner Bros. Discovery) email dated 07.06.2023** for production of documentaries, promos and airing on their portfolio channels.

Financial Proposal:

Cost for the above work: Rs. 1,50,65,000. + taxes

Scope of Work:

M/s Discovery Communication India has proposed to provide following deliverables against financial cost of Rs 1,50,65,000/- plus taxes:

Details of the property:

Name of Property	Documentary on "Rangeelo Rajasthan".
Number of Episodes	1 Original
Duration of Episode	1 x 44 Minute documentary
On- Air	August / September 2023 (Telecast Date to Be Confirmed)
Airing Channels	Discovery Channel, Discovery HD World, TLC, TLC HD, Discovery Tamil, Discovery Science, Discovery Turbo (SAARC Region)
Digital - OTT	Discovery Plus

PRODUCTION ELEMENTS:

Production Deliverables	
1	1 episodes of 44 minutes content to be exclusively created for RAJASTHAN TOURISM
2	1x30 sec promo films to be created from master
3	5x60 sec film to be made from master
4	3x60 sec interview snippets with CM for social media
5	1x2 min film on Rajasthan Model explainer video

EPISODE AIRING:

Airing of Episodes (Original Airing to happen between 1700/1800Hrs)			
Channel	Time-Band	Duration	No. of Airing
Discovery-Original	0700-1900Hrs	44Min	1
Discovery-Repeat	0700-1900Hrs	44Min	1
Discovery HD World-Original	0700-1900Hrs	44Min	1
Discovery HD World-Repeat	0700-1900Hrs	44Min	1
TLC-Original	0700-1900Hrs	44Min	1

TLC-Repeat	0700-1900Hrs	44Min	1
TLC HD-Original	0700-1900Hrs	44Min	1
TLC HD-Repeat	0700-1900Hrs	44Min	1
Discovery Tamil-Original	0700-1900Hrs	44Min	1
Discovery Tamil-Repeat	0700-1900Hrs	44Min	1
Discovery Science-Original	0700-1900Hrs	44Min	1
Discovery Science-Repeat	0700-1900Hrs	44Min	1
Discovery Turbo-Original	0700-1900Hrs	44Min	1
Discovery Turbo-Repeat	0700-1900Hrs	44Min	1
			14

ON AIR FCT:

1 minute Short Films Featuring Each Pillar			
Channel	Time-Band	Duration	FCT
Discovery	0700-2300	60	3000
Discovery HD World	0700-2300	60	3000
TLC	0700-2300	60	3000
TLC HD World	0700-2300	60	3000
Discovery Tamil	0700-2300	60	3000
Discovery Turbo	0700-2300	60	3000
Discovery Science	0700-2300	60	3000
EUROSPORT	0700-2300	60	4800
			25800

Two minute Video on Rajasthan Model Explainer			
Channel	Time-Band	Duration	FCT
Discovery	0700-2300	120	3000
Discovery HD World	0700-2300	120	3000
TLC	0700-2300	120	3000
TLC HD World	0700-2300	120	3000
Discovery Tamil	0700-2300	120	3000
Discovery Turbo	0700-2300	120	3000
Discovery Science	0700-2300	120	3000
EUROSPORT	0700-2300	120	4800
			25800

AIR PROMOS:

Airing of Promos			
Channel	Time-Band	Duration	FCT
Discovery	0700-2300	30	12000
Discovery HD World	0700-2300	30	12000
TLC	0700-2300	30	12000
TLC HD World	0700-2300	30	12000
Discovery Tamil	0700-2300	30	12000
Discovery Turbo	0700-2300	30	12000
Discovery Science	0700-2300	30	12000
EUROSPORT	0700-2300	30	12000
			96000

DIGITAL DELIVERABLES:

Discovery Plus - OTT				
Property	Ad Unit	Size	Position / Placement	Days
D+	Airing of Episode	44 minute	Best of Discovery	90 Days

- 4 Social Media Posts VIDEO – Discovery’s Facebook, Twitter, Instagram
- 3 Social Media STATIC – Discovery’s Facebook, Twitter, Instagram
- Emailer – Three Insertions – Mass mailer

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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 Six months after issue of work order.



(Sumita Saroch)
Joint Director (Mktg.)

Dated: 19/06/2023

No. F 3 () Advt./Discovery/DT/2023/ 5211-17

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.)

7th June 2023,

To,
Ms. Gayatri Rathore, IAS
Principal Secretary,
Department of Tourism
Government Of Rajasthan.

Proposal for Production & Airing of Films on Discovery Network Channels

Dear Sir,

We Warner Bros. Discovery have put down the terms and conditions of the proposed films, in the following paragraphs of this letter.

In consideration, Department Of Tourism, Government Of Rajasthan, agreeing to commit **Rs. 1,50,65,000/- (NET)** plus applicable taxes with WBD for the month of June 2023 to Sep 2023, WBD shall provide the following:

Details of the property:

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Number of Episodes	1 Original
Duration of Episode	1 x 44 Minute documentary
On- Air	August / September 2023 (Telecast Date to Be Confirmed)
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Discovery Tamil-Repeat	0700-1900Hrs	44Min	1
Discovery Science-Original	0700-1900Hrs	44Min	1
Discovery Science-Repeat	0700-1900Hrs	44Min	1
Discovery Turbo-Original	0700-1900Hrs	44Min	1
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Discovery Turbo	0700-2300	30	12000
Discovery Science	0700-2300	30	12000
EUROSPORT	0700-2300	30	12000
			96000

**TOTAL COST FOR THE ABOVE ALL COMPONENTS OF AIRING IS INR 1,50,65,000 +
APPLICABLE TAXES.**

DIGITAL DELIVERABLES:

Discovery Plus - OTT				
Property	Ad Unit	Size	Position / Placement	Days
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- Emailer – Three Insertions** – Mass mailer

TERMS AND CONDITIONS:

- Taxes & all other duties/levies, as applicable from time to time over and above the deal value shall be paid by the Client/Agency.
- Discovery Channel should be given the commercial tape at least 9 working days before the first air date.
- The invoice cum telecast certificate will be sent to the agency by approximately the third week of the month for the previous month's activity
- Post telecast certificate provided by WBD will be the final confirmation with respect to the airing of all commercial spots/tags/sponsorships.
- The aired history of any activity will be provided by the 10th of the succeeding month
- **Payment Terms: 75% advance at the time of awarding the work order and 25% before the airing start.**
- All release orders and schedules will be the responsibility of the agency.

- All spots are subject to availability of commercial time in a time slot/ time band etc which is to be confirmed by the channel owner.
- All sponsorships are subject to availability and on confirmation by Discovery Network Channels.
- The general clause of Force de majeure will be applicable.
- The courts of New Delhi shall have exclusive jurisdiction over any dispute that may arise.
- Schedule on national holidays will be treated as ROS.
- WBD has the exclusive right to sell advertising time on Discovery Communications India on behalf of the channel owner who has the right to accept/reject this proposal.
- All advertisement should adhere to programme and advertising code under the Cable Television Networks (Regulation) Act, 1995 or any other applicable laws for the time being in force and the guidelines regarding unacceptable advertisements issued by the channel owner from time to time.
- WBD shall be entitled to reject any advertisement, which does not prescribe to the above code and guidelines and shall ensure timely rectifications of the said advertisement materials.
- All the IP rights of the films will be held with Department Of Tourism, Government Of Rajasthan.

Arvind Raina

Cell No.: 8800899221

Warner Bros. Discovery

Authorised Signatory
Department Of Tourism.