

**Department of Tourism
Government of Rajasthan**

'ParyatanBhawan', Opp. Vidhayakpuri Police Station, Sanjay Marg, M.I. Road, Jaipur
www.tourism.rajasthan.gov.in, email – mktg-dot@rajasthan.gov.in
0141-2822807/835

No.F.3()Advt./Emp./Media Buying/DT/2026/ 213

Dated: 30/04/2026

1. M/s Crayons Advertising Pvt. Ltd, NSIC Complex, MaaAnandmayee Marg, Okhla Industrial Estate Phase-3, New Delhi
2. M/s. RK SWAMY Limited ElphinstoneHouse, 4th Floor, 17 Murxban Street, Fort, Mumbai.
3. M/s Span Communications, B 174, East of Kailash, New Delhi – 110 065
4. M/s Purnima Advertising Agency Pvt. Ltd. 5, Shwetapark Society, Opp. Manekbaug Hall, Ambawadi, Ahmedabad – 380 015
5. M/s Signpost India Ltd, 202 Pressman House Vile Parle East Near Santa Cruz Airport Terminal Mumbai
6. M/s Prachar Communications Pvt. Ltd, 105, Samkeet Apartments B wing SantJanabai Marg off Hanuman Road Vile Parle East Mumbai
7. M/s Madison Communications Pvt. Ltd, 1st Floor, 349, Business Point, western Express Highway, Andheri East, Mumbai.
8. M/s Pivotroots Digital Private Limited, Office No.3, 2nd Floor Trade Star, Andheri Kurla Road, Mumbai

(RFP No. 302/304/26)

Sub: -Request for proposal (RFP) for Agencies for procurement of Media and release of advertisements of Rajasthan Tourism in various National and International Media.

Request for Proposal along with financial bid is invited from empaneled Media Buying Agencies (Bid No. 231/21.10.2024) for Agencies for procurement of Media and release of advertisements of Rajasthan Tourism in various National and International Media.

Each participating agency is expected to Buy space / time / slots on most competitive rates from TV, Print, Electronic, Cinema/Multiplexes, Outdoor, Social Media and Digital etc. as per Media Plan and details given in BOQ (Annexure-1) along with Appendix 'A' on behalf of the Rajasthan Tourism on most cost effective rates. Agencies are expected to go through the detailed Media Inventory (Appendix-A) and submit financial bid online on eproc.rajasthan.gov.in

RajKaj Ref No.:
21903549
eSign DSC

RFP issuing date	30/04/2026
Last date of pre bid queries	07/05/2026 till 3.00 PM
Pre bid meeting	07/05/2026 at 3.00 PM
Response on Pre bid queries	11/05/2026
Last date & time for online submission of Bid	19/05/2026 up to 3.00PM
Time & date for opening financial bid	19/05/2026 at 4.00 PM in ParyatanBhawan, Jaipur
Estimated cost of the work as per scope of works	Rs.33.00Crore (Thirty Three Crore Only) plus taxes
Bid Document Fee (non-refundable)	E-Bid document fee of Rs. 1500/- (non-refundable) in favour of Director, Department of Tourism, Rajasthan, Jaipur will have to be deposited online through e-GRAS portal (Copy of e-GRAS challan to be submitted before 3.00 PM on 19/05/2026). For e-GRAS challan - Budget Head Name – 0075-00-800-52-01 – निविदाप्रपत्र शुल्क
E- Bid Processing Fee (non-refundable)	E-Bid processing fee of Rs. 2500/- (non-refundable) in favour of MD, RISL, Jaipur will have to be deposited online through e-GRAS portal (Copy of e-GRAS challan to be submitted before 3.00 PM on 19/05/2026). Fore-GRAS challan- Budget Head Name – 8658-00-102-16-01- RISL FEES
Bid Security	Bid Security (refundable) – 2% of the bid value i.e. Rs. 66.00 Lakh to be deposited before 3.00 PM on 19/05 ^{19/05} /2026). The bidders have to attached DD/BC/BG/e-GRAS Challan. For <ul style="list-style-type: none"> • DD/BC/BG in favour of Director, Department of Tourism, Rajasthan, Jaipur • E-GRAS challan- Budget Head Name – प्रतिभूतिराशि (8443-00-103-00-00)

This RFP is being issued in continuation to main bid no: 231 dated 21.10.2024 issued for empanelment of agencies for media buying and consequent office order/ letter Rajkaj Reference No: 13003507 dated 16.01.2025 and No. 8344-51 Dated 13.01.2026 which shall be treated as integral part of this RFP. Bids without bid security, bid processing fee and bid security will not be considered.

RajKaj Ref No.:
21903549
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Accordingly, all terms & conditions mentioned in that bid will be applicable. If there is any query, the empaneled agencies may contact Joint Director(Marketing), ParyatanBhawan, Jaipur at email mktg-dot@rajasthan.gov.in, tel.0141-2822807, 2822835.

(Anand Kumar Tripathi)
Additional Director (Dev.)

No.F.3()Advt./Emp./Media Buying/DT/2026/ 214-217

Dated: 30/4/26

Copy for information and necessary action to the following: -

1. P.S. to Secretary, Department of Tourism, Jaipur.
2. P.S. to Commissioner, Department of Tourism, Jaipur
3. Financial Advisor, Department of Tourism, Jaipur.
4. ACP (DD), IT Section, Department of Tourism, Jaipur to facilitate upload on E PROC &SPP portal site and departmental website.

Additional Director (Dev)

Document certified by ANAND KUMAR TRIPATHI
<ANANDKTRIPATHI@REDIFFMAIL.COM>

Digitally Signed by ANAND
KUMAR TRIPATHI
Designation: Additional Director
Date :30-04-2026 12:20:38

RajKaj Ref No.:
21903549

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Request for proposal (RFP) for Agencies for procurement of Media and release of advertisements of Rajasthan Tourism in various Media

BACKGROUND

Rajasthan, the largest state of India is bestowed with natural beauty and rich heritage. Its architectural memoirs built with studied detail, effervescent colours, stunning handicrafts, glittering gems, throbbing towns, wildlife sanctuaries, cattle fairs, or pulsating festivities and touching hospitality are the major attractions for tourist. The state has many UNESCO world heritage sites besides a series of protected monuments.

Department of Tourism is actively engaged in promoting and marketing Rajasthan in the Domestic and International Tourist Market. In this regard, the department is seeking the services of the reputed firms in the business of various Media Planning.

OBJECTIVE

The objective of this exercise is to select a suitable firm/agency which will assist Department of Tourism in promoting tourism by:

- a) Buying media space/slots across various platforms as indicated in Media Plan enclosed at **Appendix 'A'** and strategic release of ad creatives (TVCs, Jingles, Print/Outdoor/Digital ad Creatives in these Medias at cost effective rates) as provided by the Department.
- b) Enhance strong brand identity and brand recall through strategic release and placement of advt. including Outdoor, TVCs, Jingles and Print Advt. etc.

SCOPE OF SERVICES & DELIVERABLES

- a. The media buying agency will work with the Department of Tourism as per bid no. 231 dated 21.10.2024.
- b. Buy space / time / slots on most competitive rates from Print, Electronic, Multiplexes, Outdoor, Internet & Social Media, Digital etc. as per Media Plan and details given in BOQ along with **Appendix 'A'** on behalf of the Rajasthan Tourism on most cost effective rates.
- c. Releasing TVCs/ advertisements / ad Creatives / Jingles / Outdoor/Banners provided by the creative agency or the Department in various media as indicated in above media.
- d. Most appropriate scheduling for release of Media plan in different markets/ medias.
- e. Editing, adaptation and transfer of these to various media Likewise, adaptation of TVCs/Print ad / Outdoor/Aircrafts and Train Wrap/ Bus Coach Wrap/ Digital and Social Media creatives for this media plan/ inventory.
- f. Content/ Creatives in regional languages.
- g. Content development for effective release of media plan.
- h. Production cost for Beta tapes, online transfer of TVCs, Jingles etc. to Radio FM, Multiplexes and other media should be included in overall agency service charges/ cost, no separate payment shall be made on these accounts.
- i. Will maintain and store the Ad creatives for the period of contract and will hand over the entire data base to the Department at the end of the contract.
- j. Provide the compliance report/ status report of the campaign from time to time in the form of PPT with high quality pictures as and when required by the Department.

- k. The agency will also get censor board's certificate for about 35 language TVC's of 20 to 90 seconds duration in five regional languages for display in multiplexes / single screens, wherever required.
- l. Any other work on mutually agree terms.
- m. Providing detailed report on the reach after execution of the campaign.
- n. The media buying agency will have to liaise with the Department of Tourism for effective convergence of the media and creative strategies for the campaign.
- o. Any emergent requirement of the Department of Tourism relating to the media planning, buying, and media strategy for which the Department may seek advice of the media buying agency or procure media inventory on mutually agreed terms.

PRE BID MEETING

- i. A pre-bid meeting will be held for the interested bidders in the ConferenceRoom, Department of Tourism, Government of Rajasthan,ParyatanBhawan, Opposite Vidhayakpuri Police Station, Sanjay Marg, M.I. Road, Jaipur -302001 at **3.00 pm on -- 07/05/2026**, for clarifications required on any aspect pertaining to the bid/RFP document. Any change in the pre-bid meeting schedule will be notified on the Department of Tourism's website www.tourism.rajasthan.gov.in , E-Proc and SPP Portal. The pre-bid queries could be sent to the Department of Tourism prior to the meeting till **07/05/2025 till 3.00 PM** as per the following format: -

S. No.	Bid No.	Clause No.	Page No.	Queries / requirement	Clarification required

- ii. The queries shall be sent to:-

Joint Director (Marketing), Department of Tourism, Government of Rajasthan, ParyatanBhawan, Opposite Vidhayakpuri Police Station, Sanjay Marg, M.I. Road, Jaipur - 302001. Email – mktg-dot@rajasthan.gov.in

- iii. Based on discussions held during the pre-bid meeting, amendments /clarifications in the Bid/RFP Document will be hosted on the websites of the Department of Tourism www.tourism.rajasthan.gov.in and on e-procure website of the Government of Rajasthan by **19/05/2026**.

SELECTION OF BIDDER

The successful bidder (L-1) will be decided on the inventory head wisecost and agency charges (in INR) mentioned in the BOQ (Annexure-1).

TERMS AND CONDITIONS

1. The agency should submit the bid security of 2% of the estimated cost of work.
2. Performance security which is equal to 5% of total value of work will be deposited by the successful bidder through the DD/BC/BG/E-grass. No interest will be paid on this deposit. The bid security money deposited earlier will be adjusted against the performance security. Performance security will be refunded after two months beyond the date of completion of all contractual liabilities of bidder, including warranty obligation and maintenance and defect liability period.
3. Bidders have to submit Bid document fee of Rs. 1500/- and Bid processing fee of Rs. 2500/- (non-refundable) in favour of MD, RISL, Jaipur will have to be deposited online through e-GRAS portal. Copy of E-challan to be submitted before **3.00 PM on 19/05/2026**. Bids without bid security, bid processing fee and bid security will not be considered.
4. **Bid Validity: The bid shall remain valid for 120 days after the bid submission deadline date as specified in the bid.**
5. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.
6. All pages of the Financial Proposals should be duly signed with seal by the authorized representative of the firm.
7. From the time the bids are received till the time the contract is awarded, the Agency / Media Buying House will approach the Department only through written communication.
8. The interested agencies should regularly visit the e-procurement portal of the State Government and Rajasthan Tourism website for any update in regard to this tender.
9. The Department of Tourism is not bound to accept any tender/bid or assign any reason for non-acceptance. The Department of Tourism reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.
10. For all other deliverables (besides Media Cost and Agency Charges) mentioned in the scope of work, no extra payment will be made by the Department. It is expected that the bidder will recover its expenses from agency charges quoted by it.
11. The Department will provide master versions of TVCs for release. The agency is expected to provide it in desired format to releasing channels for which no extra payment will be made. Similarly, open files of print / OOH and digital media ad shall be provided. All adaptations shall have to be done by the agency.
12. For facilitating Electronic Transfer of funds, the selected Media Buying Agency will be required to indicate the name of the Bank & Branch, account number (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected Media Buying Agency.
13. Bids submitted by the bidders shall remain valid for the period as per rules.
14. The Director Tourism, Government of Rajasthan, Jaipur reserves the right to accept or reject any bid or its part without assigning any reasons thereof.

15. Selected firm will have to sign an agreement (SR-17)with Department of Tourism on Rs. 500/- non-judicial stamp paper as per rules.
16. The agreement between the firm and Department of Tourism may be terminated any time if it is found that the firm is unable to perform the work or can't maintain the safety & creative standards of the work or violates any of the conditions stipulated by the Department.
17. No advance payment for the ordered work will be given to the firm.
18. The bid document shall be signed by authorized signatory of the submitting firm with date and seal.
19. Bids received after the due date and time will not be considered.
20. The contract would be effective as per the work order which may be extended, in emergent situations on mutually agreed terms, as per the provisions of RTPP Act 2012 and Rules 2013. Similarly, the cost / rates will be valid of contract.
21. The Department of Tourism reserves its right to summarily reject offer received from any Media Buying Agency on national security considerations, without any intimation to the bidder.
22. The Department of Tourism reserves its right not to accept bids from Media Buying Agencies resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government Investigating Agencies / Vigilance Cell.
23. Wherever **DAVP rates** are applicable, the bidder shall quote rates strictly as per the prevailing DAVP rates. In cases where the bidder proposes **Non-DAVP rates**, the bidder must:
 1. **Provide a written justification** clearly stating the reason for not applying DAVP rates; and
 2. **Certify in writing** that the concerned media platform/vendor has **never extended DAVP rates** to any other State Tourism Board, Central Government Department, or similar Government Entity for the same media inventory.

If it is subsequently found that the said media platform/vendor has earlier offered DAVP rates to any such government organization, **the concerned media inventory shall be disqualified and will not be considered for evaluation** under this bid.

24. **The rates quoted for various media in the financial bids must be supported by the authentication of those media.** Where such authentication is not possible and has not been attached due to unavoidable technical / procedural reasons, the reasons could be mentioned against that particular media. These authentications of rates by respective media could be annexed after the sheets of media plan / media inventory of various categories with cost/ rates and charges are completed and uploaded. The bidders have to submit the authentication/confirmation letters/emails from the channels/ newspapers/ websites and/or their authorized representative should not give any cost component, otherwise the bid would be rejected out rightly.

Clarification: Authentication of rates by respective media could be annexed after the sheets of media plan / media inventory mentioning rate/ cost but the cost component should be duly hidden before uploading the bid. The authentication of letter of rates by respective media will have to be produced as and when required by the Department.

25. If there is a likelihood of inventory problem or issue of availability of media indicated in the media plan – Appendix A, by the time of finalization of the bid due

to various reasons not within the control of the bidder, the same should be indicated clearly in the bid along with tentative dates when the media/site will be available, if it is available in future dates within the period of contract.

26. The agencies are expected to quote for all the items shown in Media Plan - Appendix 'A'. Still, there may be few media, OOH sites or digital inventory for which rates may not be available at all due to various reasons such as expiry of contract etc. or may be available within certain time period only or with certain conditions. If it is so, the same may be indicated either during pre-bid meeting or in the bids specifying the reasons clearly with documents supporting the case. In this scenario, the agency quoting for maximum items/media shall be considered.
27. The rates quoted by the bidders would be valid for all days including weekdays / weekends / blackout days (if any). It would be the right of the Department to decide the dates of media release and scheduling. Approval on scheduling can also be given in phases.
28. The interested bidders are strongly advised to attend the pre bid meeting so that there is no ambiguity about the provision of this bid document or the items which are intended to be procured through this bid.
29. If required, the Department will set up a mechanism for day to day execution and monitoring and approvals.
The Department may procure additional inventory / media as per budget availability and requirement on the same rates as approved in original bid during the period of contract as per rules.
30. Termination: Department of Tourism may terminate the contract of bidder in case of the occurrence of any of the events specified below:

- a) If the Agency becomes insolvent or goes into compulsory liquidation.
- b) If the Agency, in the judgment of Department of Tourism, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- c) If the Agency submits to the Department of Tourism a false statement which has a material effect on the rights, obligations or interests of Department of Tourism.

31. Blacklist and forfeit of performance security: Department of Tourism may blacklist and forfeited of performance security of bidder in case of the occurrence of any of the events specified below:

- a) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Department of Tourism.
- b) If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing. In case of such an occurrence Department of Tourism shall give a written advance notice before terminating the Contract / blacklist/ forfeited of performance security of the agency.

32. Payment Terms:

- a) Payment will be made by way of electronic transfer of billed and passed amount in the bank account of the agency in Indian Rupees.
- b) The Agency may submit pre-receipt bills in triplicate, on a fortnightly basis towards activities completed for settlement.
- c) The bills should be submitted clearly indicating activities completed during the fortnight/month along with the telecast/broadcast/publication certificates, tear sheets/ other such documents to support the claim of payment.

- d) The bills should clearly show the inventory consumed and payments made for previous bills as well as remaining inventory. Deductions such as for PatrakarKalyanKosh, TDS and other mandatory cost / tax shall be made from the bill amount.
- e) Reconciliation sheet may also be provided.
- f) If the successful bidder fails to execute the activity as per time lines mentioned in the schedule approved by the Department, it shall be treated as under performance and penalty shall be imposed as decided by the department.

33. Clause of delay: (1) In case of delay solely on the part of bidder in the task/ services period, the recovery shall be made as liquidated damages on the basis of following percentages of value of services/ component which the M/s..... has failed to supply: -

(a) Delay up to one fourth period of The prescribed delivery period.	2 ½%
(b) Delay exceeding one fourth but Not exceeding half of the prescribed delivery period.	5%
(c) Delay exceeding half but not exceeding three fourth of the prescribed delivery period.	7 ½%
(d) Delay exceeding three fourth of the Prescribed delivery period.	10%

Note: (i) Fraction of a day in reckoning period of delay in task/ services shall be eliminated if it is less than half a day.

(ii) The maximum amount of agreed liquidated damages shall be 10%

(iii) If the M/s requires an extension of time in completion of contractual supply of services on account of occurrence of any hindrances, he shall apply in writing (email included) to the authority which had placed the work order, for the same immediately on occurrence of the hindrance but not after the stipulated date of completion of supply.

(2) Delivery period may be extended with or without liquidated damages if the delay in the task/services is on account of hindrances beyond the control of the service provider & accepted by the Department.

(3) The Government will release payment to the agency within 30 days of after satisfaction scope of work & deliverables and verification of bills by Joint Director (Marketing) and deducting TDS @ 2% under section 194 C of Income Tax Act and GST Act.

- 34. Wherever specific terms and conditioned have not been spelt out in bid document, General Finance and Accounts Rules & RTPP Act, 2012 and RTPP Rules 2013 of the state government shall apply.
- 35. The firm would be responsible for all risks involved in the work. For any accident or mishap, the bidder would be solely responsible.
- 36. All costs incurred by the firm in respect of submission of offer shall be borne by the concerned bidder.
- 37. Penalties would be imposed in case of delayed and for faulty services as per provisions of GF & AR and as decided by Department.
- 38. The agency has to provide day wise / month wise media schedule for releases of advertisements in various mediums as per duration mentioned in the work order.

- The execution of plan will start as per the schedule approved by the department and after handing over of the available publicity material to the successful bidder.
39. No extra payment other than agreed payment as quoted by agency (Complete Rate) according to bill of quantities will be paid. No cartage / transportation charges or any other charges will be paid by the Government.
 40. Specification: All services provided shall strictly conform to the specifications, laid down in the bid form/work order.
 41. Deduction:
 - i. If the work/ media release during verification is rejected then it shall have to be replaced by the bidder at his own cost within the time fixed by the department. If not replaced in the specified time, payment for the said work/media release will not be paid and deduction of 10% as penalty may be imposed on amount / rate quoted by the bidder for media which is not found.
 - ii. If the work/ media release is not found during verification for any media inventory mentioned in the Appendix-A, payment for which will not be paid and deduction of 10% as penalty may be imposed on amount / rate quoted by the bidder for media which is not found.
 - iii. If, however due to exigencies of Government work, such replacement either in whole or in part is not feasible, after giving an opportunity to the bidder of being heard, the department will deduct a suitable amount from the approved rates. The deductions so made shall be final.
 42. The rejected media release/ work shall be removed by the bidder immediately for which department shall not be responsible for any loss. Shortage or damage will be at the bidder's risk and on his account.
 43. Forfeiture of bid security: The bid security will be forfeited in the following cases:
 - a. When bid withdraws or modifies the offer after opening of bid but before acceptance of bid.
 - b. When bid does not execute the agreement if any, prescribed within the specified time.
 - c. When the bid does not deposit the security money after the supply order is given.
 - d. When he fails to commence the work within the time prescribed.
 44. Performance security:
 - (i) Successful bidder, whose offers are accepted, will have to deposit performance security @5 % of the quoted cost for entire duration of the contract in favor of Director, Department of Tourism Rajasthan, Jaipur at the time of agreement.
 - (ii) Performance Security shall be furnished in any one of the following forms:-
 - I. Bank Draft or Banker's Cheque of a scheduled bank;
 - II. National Savings Certificates and any other script/ instrument under National Savings Schemes for promotion of small savings issued by a Post Office in Rajasthan, if the same can be pledged under the relevant rules. They shall be accepted at their surrender value at the time of bid and formally transferred in the name of procuring entity with the approval of Head Post Master;
 - III. Bank guarantee/s of a scheduled bank. It shall be got verified from the issuing bank. The minimum validity of bank guarantee should be 6 months after completion of rate contract.
 - IV. Fixed Deposit Receipt (FDR) of a scheduled bank. It shall be in the

name of procuring entity on account of bidder and discharged by the bidder in advance. The procuring entity shall ensure before accepting the FDR that the bidder furnishes an undertaking from the bank to make payment/ premature payment of the FDR on demand to the procuring entity without requirement of consent of the bidder concerned. In the event of forfeiture of the performance Securing, the Fixed Deposit shall be forfeited along with interest earned on such Fixed Deposit.

- (iii) Performance Security furnished in the form specified in clause [I] to [IV] of (ii) above shall remain valid for a period of 60 days beyond the date of completion of all contractual obligations of the bidder, including warranty obligations and maintenance and defect liability period.
 - (iv) Forfeiture of Performance Security Deposit: Security amount in full or part may be forfeited, including interest, if any, in the following cases: -
 - a) When any terms and condition of the contract is breached.
 - b) When the bidder fails to make complete supply as per the scope of bid document.
 - c) if the bidder breaches any provision of code of integrity, prescribed for bidders, specified in the bid document.
 - d) Notice will be given to the bidder with reasonable time before PSD deposited is forfeited.
 - e) Performance security will be refunded after two months beyond the date of completion of all contractual liabilities of bidder, including warranty obligation and maintenance and defect liability period.
 - (v) It is to be noted that earlier years' bid security and performance security, even if lying in this department shall not be considered towards this contract and therefore fresh bid security/performance security shall be deposited.
 - (vi) The Department will pay no interest on the performance security amount, in any case, whatsoever.
45. If any dispute arises out of the contract with regard to the interpretation, meaning and breach of the terms of the contract, the matter shall be referred by the Parties to the Director Tourism, whose decision shall be final.
46. All legal proceedings, if necessary arise to institute by any of the parties (Government or Contractor/firm) shall have to be lodged in courts situated in Jaipur city.
47. For any clarification, the interested agency may meet the undersigned or queries can be sent through mail at mktg-dot@rajasthan.gov.in addressed to Joint Director (Marketing).
48. Correction of arithmetical errors
- Provided that a Financial Bid is substantially responsive, the procuring Entity will correct arithmetical errors during evaluation of Financial Bids on the following basis:
- i. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected, unless in the opinion of the Procuring Entity there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price shall be corrected;

- ii. If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and
- iii. If there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to
 - (i) and (ii) above.
 If the Bidder that submitted the lowest evaluated Bid does not accept the correction of errors, its Bid shall be disqualified and its Bid Security shall be forfeited or its Bid Securing Declaration shall be executed.

49. Procuring Entity's Right to Vary Quantities

- (i) The quantity of printing work/services originally indicated in the bidding document may vary without any change in the unit prices and other terms and conditions of the bid and the conditions of contract.
- (ii) If the department procures less than the quantity indicated in the bidding documents the bidder shall not be entitled for any claim or compensation except otherwise provided in the conditions of contract.
- (iii) Orders for additional quantities may be placed on the rates and condition given in the contract. Delivery or completion period may also be proportionately increased. The limits of orders for additional quantities shall be 50% of the value goods or services of the original contract.
- (iv) If the Bidder fails to supply the department shall be free to arrange/procure the items and the extra cost incurred shall be recovered from the Supplier.

50. Price fall clause: The prices under a rate contract shall be subject to price fall clause.

A clause regarding price fall shall be incorporated in the terms and conditions of rate contract. Price fall clause is a price safety mechanism in rate contracts and it provides that if the rate contract holder quotes / reduces its price to render similar goods, works or services at a price lower than the rate contract price to anyone in the State at any time during the currency of the rate contract, the rate contract price shall be automatically reduced with effect from the date of reducing or quoting lower price, for all delivery of the subject matter of procurement under that rate contract and the rate contract shall be amended accordingly. The firms holding parallel rate contracts shall also be given opportunity to reduce their price by notifying them the reduced price giving them fifteen days' time to intimate their acceptance to the revised price. Similarly, if a parallel rate contract holding firm reduces its price during currency of the rate contract, its reduced price shall be conveyed to other parallel rate contract holding firms and the original rate contract holding firm for corresponding reduction in their prices. If any rate contract holding firm does not agree to the reduced price, further transaction with it, shall not be conducted.

51. Annexure A, B and C of RTPP Act 2012 & RTPP Rules 2013 will also be binding on the bidder.

52. Force Majeure:

- I. Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such
- II. Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall

not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

53. A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.
54. Jurisdiction: The contract shall be governed by laws of Rajasthan/India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.
55. The Department of Tourism is not bound to accept any bid or assign any reason for non-acceptance. The Director, Department of Tourism reserves its right to accept the bid either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.
56. The first appellate authority will be Principal Secretary, Tourism and the second appellate authority will be Secretary (Budget), Finance Department, Government of Rajasthan.
57. **All the terms and conditions, clauses, section and subsection mentioned in the bid No. 231 dated 21.10.2024 shall be applicable with the RFP.**

I / We hereby declare that I / we have gone through the terms and conditions of the bid document and I / We shall abide by all the terms and conditions.

Signature of bidder with seal

(RFP No.)

BOQ

RFP Media Buying Agencies for procurement of Media Plan and release of advertisements of Rajasthan Tourism in various Media

Bidder Name:

(Amount in INR without taxes)

Cost of all media included in Appendix-A and other work mentioned in the RFP document under head "scope of services and deliverables"	Lumpsum Media Cost in INR to be charged by Agency (In numeric)	Lumpsum Agency Charges in INR to be charged by Agency (In numeric)	Total of Lumpsum Media Cost and Agency Charges in INR to be charged by Agency (In numeric)
A	B	C	D
TV Plan – Domestic TV Channels			
Airport Branding (Domestic + International Terminals)			
External Train Wrap Advertising			
Metro Wrap Advertising			
Social Media Campaigns (National)			
Social Media Campaigns (International)			
OTT Platforms			
Google Plan			
Domestic Magazines			
Total in INR (In numeric)			
Total in INR (in words)			

Note:

- Financial quote/bid for all media included in Appendix-A shall be submitted online and item wise breakup cost as per Appendix-A shall also be submitted online in PDF format.
- GST or any other taxes shall be paid separately by the Department as applicable.

This is certified that I have read and understood the enclosed brief and other terms & conditions and all the supporting documents have been enclosed, and the information given by me is true to the best of my knowledge. My bid may be rejected at any stage if it is found that the facts and documents enclosed by me are not correct.

Signature of the Bidder with Seal
(Name, Address, Phone No.)

Compliance with the Code of Integrity and No Conflict of Interest

Any person participating in a procurement process shall –

- I. not offer any bribe, reward or gift or any material benefit either directly or indirectly in exchange for an unfair advantage in procurement process or to otherwise influence the procurement process;
- II. not misrepresent or omit that misleads or attempts to mislead so as to obtain a financial or other benefit or avoid an obligation;
- III. not indulge in any collusion, bid rigging or anti-competitive behaviour to impair the transparency, fairness and progress of the procurement process;
- IV. not misuse any information shared between the procuring Entity and the Bidders with an intent to gain unfair advantage in the procurement process;
- V. not indulge in any coercion including impairing or harming or threatening to do the same, directly or indirectly, to any party or to its property to influence the procurement process;
- VI. not obstruct any investigation or audit of a procurement process;
- VII. disclose conflict of interest, if any; and
- VIII. disclose any previous transgressions with any Entity in India or any other country during the last three years or any debarment by any other procuring entity.

Conflict of interest:

The Bidder participating in a bidding process must not have a Conflict of Interest.

A Conflict of Interest is considered to be a situation in which a party has interests that could improperly influence that party's performance of official duties or responsibilities, contractual obligations, or compliance with applicable laws and regulations.

- IX. A Bidder may be considered to be in Conflict of Interest with one or more parties in a bidding process if, including but not limited to:
 - I. have controlling partners/ shareholders in common; or
 - II. receive or have received any direct or indirect subsidy from any of them; or
 - III. have the same legal representative for purposes of the Bid; or
 - IV. have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Bid of another Bidder, or influence the decisions of the Procuring Entity regarding the bidding process; or
 - V. the Bidder participates in more than one Bid in a bidding process. Participation by a Bidder in more than one Bid will result in the disqualification of all Bids in which the Bidder is involved. However, this does not limit the inclusion of the same subcontractor, not otherwise participating as a Bidder, in more than one Bid; or
 - VI. the Bidder or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the Goods, Works or Services that are the subject of the Bid; or
 - VII. Bidder or any of its affiliates has been hired (or is proposed to be hired) by the Procuring Entity as engineer-in-charge/consultant for the contract.

Declaration by the Bidder regarding Qualifications

In relation to my/our Bid submitted to for procurement of in response to their Notice Inviting Bids Nodated.....I/We hereby declare under Section 7 of Rajasthan Transparency in Public Procurement Act, 2012, that:

1. I/we possess the necessary professional, technical, financial and managerial resources and competence required by the Bidding Document issued by the Procuring Entity;
2. I/we have fulfilled my/our obligation to pay such of the taxes payable to the Union and the State Government or any local authority as specified in the Bidding Document;
3. I/we are not insolvent, in receivership, bankrupt or being wound up, not have my/our affairs administer in end by a court or a judicial officer, not have my/our business activities suspended and not the subject of legal proceedings for any of the foregoing reasons;
4. I/we do not have, and our directors and officers not have, been convicted of any criminal offence related to my/our professional conduct or the making of false statements or misrepresentations as to my/our qualifications to enter into a procurement contract within a period of three years preceding the commencement of this procurement process, or not have been otherwise disqualified pursuant to debarment proceedings;
5. I/we do not have a conflict of interest as specified in the Act, Rules and the Bidding Document, which materially affects fair competition;

Date:

Place:

Signature of bidder Name:

Designation:

Address:

The designation and address of the First Appellate Authority is Principal Secretary, Department of Tourism, Government of Rajasthan, Secretariat, Jaipur

The designation and address of the Second Appellate Authority is Secretary, Finance (Budget), Government of Rajasthan, Secretariat, Jaipur

(1) Filing an appeal

If any Bidder or prospective bidder is aggrieved that any decision, action or omission of the Procuring Entity is in contravention to the provisions of the Act or the Rules or the Guidelines issued there under, he may file an appeal to First Appellate Authority, as specified in the Bidding Document within a period of ten days from the date of such decision or action, omission, as the case may be, clearly giving the specific ground or grounds on which he feels aggrieved:

Provided that after the declaration of a Bidder as successful the appeal may be filed only by a Bidder who has participated in procurement proceedings:

Provided further that in case a Procuring Entity evaluates the Technical Bids before the opening of the Financial Bids, an appeal related to the matter of Financial Bids may be tiled only by a Bidder whose Technical Bid is found to be acceptable.

- (2) The officer to whom an appeal is filed under para (1) shall deal with the appeal as expeditiously as possible and shall Endeavour to dispose it of within thirty days from the date of the appeal.
- (3) If the officer designated under para (1) fails to dispose of the appeal filed within the period specified in para (2), or if the Bidder or prospective bidder or the Procuring Entity is aggrieved by the order passed by the First Appellate Authority, the Bidder or prospective bidder or the Procuring Entity, as the case may be, may file a second appeal to Second Appellate Authority specified in the Bidding Document in this behalf within fifteen days from the expiry of the period specified in para (2) or of the date of receipt of the order passed by the First Appellate Authority, as the case may be.
- (4) Appeal not to lie in certain cases

No appeal shall lie against any decision of the Procuring Entity relating to the following matters, namely: -

- (a) determination of need of procurement;
- (b) provisions limiting participation of Bidders in the Bid process;
- (c) the decision of whether or not to enter into negotiations;

- (d) cancellation of a procurement process;
- (e) applicability of the provisions of confidentiality.

(5) Form of Appeal

- (a) An appeal under para (1) or (3) above shall be in the annexed Form along with as many copies as there are respondents in the appeal.
- (b) Every appeal shall be accompanied by an order appealed against, if any, affidavit verifying the facts stated in the appeal and proof of payment of fee.
- (c) Every appeal may be presented to First Appellate Authority or Second Appellate Authority, as the case may be, in person or through registered post or authorized representative.

(6) Fee for filing appeal

- (a) Fee for first appeal shall be rupees two thousand five hundred and for second appeal shall be rupees ten thousand, which shall be non-refundable.
- (b) The fee shall be paid in the form of bank demand draft or banker's cheque of a Scheduled Bank in India payable in the name of Appellate Authority concerned.

(7) Procedure for disposal of appeal

- (a) The First Appellate Authority or Second Appellate Authority, as the case may be, upon filing of appeal, shall issue notice accompanied by copy of appeal, affidavit and documents, if any, to the respondents and fix date of hearing.
- (b) On the date fixed for hearing, the First Appellate Authority or Second Appellate Authority, as the case may be, shall, -
 - I. hear all the parties to appeal present before him; and
 - II. Peruse or inspect documents, relevant records or copies thereof relating to the matter.
- (c) After hearing the parties, perusal or inspection of documents and relevant records or copies thereof relating to the matter, the Appellate Authority concerned shall pass an order in writing and provide the copy of order to the parties to appeal free of cost.
- (d) The order passed under sub -clause (c) above shall also be placed on the State Public Procurement Portal.

1. Correction of arithmetical errors

Provided that a Financial Bid is substantially responsive, the procuring Entity will correct arithmetical errors during evaluation of Financial Bids on the following basis:

- iv. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected, unless in the opinion of the Procuring Entity there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price shall be corrected;
- v. If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and
- vi. If there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to

(i) and (ii) above.

If the Bidder that submitted the lowest evaluated Bid does not accept the correction of errors, its Bid shall be disqualified and its Bid Security shall be forfeited or its Bid Securing Declaration shall be executed.

2. Procuring Entity's Right to Vary Quantities

- (i) At the time of award of contract, the quantity of Goods, works or services originally specified in the Bidding Document may be increased or decreased by a specified percentage, but such increase or decrease shall not exceed twenty percent, of the quantity specified in the Bidding Document. It shall be without any change in the unit prices or other terms and conditions of the Bid and the conditions of contract.
- (ii) If the Procuring Entity does not procure any subject matter of procurement or procures less than the quantity specified in the Bidding Document due to change in circumstances, the Bidder shall not be entitled for any claim or compensation except otherwise provided in the Conditions of Contract.
- (iii) In case of procurement of Goods or services, additional quantity may be procured by placing a repeat order on the rates and conditions of the original order. However, the additional quantity shall not be more than 25% of the value of Goods of the original contract and shall be within one month from the date of expiry of last supply. If the Supplier fails to do so, the Procuring Entity shall be free to arrange for the balance supply by limited Bidding or otherwise and the extra cost incurred shall be recovered from the Supplier.

FORM No. I

[See rule 83]

Memorandum of Appeal under the Rajasthan Transparency in Public Procurement Act, 2012

Appeal Noof

Before the (First/Second Appellate Authority)

1. Particulars of appellant:

- (i) Name of the appellant:
- (ii) Official address, if any:
- (iii) Residential address:

2. Name and address of the respondent(s):

- (i).....
- (ii).....
- (iii).....

3. Number and date of the order appealed against and name and designation of the officer / authority who passed the order (enclose copy), or a statement of a decision, action or omission of the Procuring Entity in contravention to the provisions of the Act by which the appellant is aggrieved:

4. If the Appellant proposes to be represented by a representative, the name and postal address of the representative:

5. Number of affidavits and documents enclosed with the appeal:

6. Grounds of appeal:.....

.....
(Supported by an affidavit)

7. Prayer:

Place:

Date:

Applicant's signature

AGREEMENT

(See Rule 68)

An agreement made this ----- day of ----- 2025 between M/s..... (hereinafter called ".....", which expression shall, where the context so admits, be deemed to include his heirs' successors, executors and administrators of the one part

AND

The Department of Tourism, Government of the State of Rajasthan (herein after called " the Government" which expression shall, where the context so admits, be deemed to include his successors in office and assigns) of the other part.

2. Whereas the approved M/s.....(Service provider) has agreed with the Government to supply to the Department of Tourism, all those articles set forth in the schedule appended hereto in the manner set forth in the conditions of the contract appended herewith and at the rates set forth in the work order no. ----- dated.....

3. And whereas the M/s..... has deposited a sum of Rs.as performance security vide DD/BG No.:

DD/BG No.	Dated	Amount (Rs.)
-----------	-------	--------------

Note: Performance security which is equal to 5 % of total value of work will be deposited by the successful bidder through the DD/BC/BG. No interest will be paid on this deposit. The bid security money deposited earlier will be adjusted against the performance security. Performance security will be refunded after two months beyond the date of completion of all contractual liabilities of bidder, including warranty obligation and maintenance and defect liability period, whichever is later and after satisfied there are no dues outstanding the service provider.

4. Now these Present witness:

(1) In consideration of the payment to be made by the Government through ECS/NEFT at the rates set forth in the Schedule hereto appended the M/s..... will duly supply the services set forth in aforementioned work order no. dated thereof in the manner set forth in the conditions of the work order and contract entered into.

(2) (a) The Government do hereby agree that if the M/sshall duly release of task of supply the said

services in the manner aforesaid observe and keep the said terms and conditions mentioned in the work order no. dated, the Government will through ECS/NEFT pay or cause to be paid to the M/s at the time and the manner set forth in the said conditions, the amount payable for each and every consignment.

(b) The mode of Payment will be as specified below: -

ECS/NEFT

Bank name :

Branch :

A/C No. :

IFSC :

PAN :

GSTIN :

5. **M/s** shall submit the task/service (as per work order no. dated) with all deliverables as per the work order and subsequent changes received by the Department of Tourism, Government of Rajasthan. The task/ services shall be effected and completed within the period from the date of work order.
6. The conditions of the tender and contract for open tender enclosed to the tender notice No.....dated..... and also appended to this Agreement will be deemed to be taken as part of this Agreement and are binding on the parties executing this Agreement.
7. Letter No.....received from tendered and letter no..... issued by the Department and appended to this Agreement shall also form part of this Agreement.
8. (1) (i) In case of delay solely on the part of bidder in the task/ services period, the recovery shall be made as liquidated damages on the basis of following percentages of value of services/ component which the **M/s**..... has failed to supply: -
 - (a) Delay up to one fourth period of The prescribed delivery period. 2 ½%
 - (b) Delay exceeding one fourth but Not exceeding half of the prescribed delivery period. 5%
 - (c) Delay exceeding half but not exceeding three 7 ½%

fourth of the prescribed delivery period.

- (d) Delay exceeding three fourth of the Prescribed delivery period. 10%

Note: (i) Fraction of a day in reckoning period of delay in task/ services shall be eliminated if it is less than half a day.

(ii) The maximum amount of agreed liquidated damages shall be 10%

(iii) If the M/s requires an extension of time in completion of contractual supply of services on account of occurrence of any hindrances, he shall apply in writing (email included) to the authority which had placed the work order, for the same immediately on occurrence of the hindrance but not after the stipulated date of completion of supply.

(2) Delivery period may be extended with or without liquidated damages if the delay in the task/services is on account of hindrances beyond the control of the service provider & accepted by the Department as per GF&AR.

(3) The Government will release payment to the agency within 30 days of after satisfaction scope of work & deliverables and verification of bills by Joint Director (Marketing) and deducting TDS @ 2% under section 194 C of Income Tax Act and GST Act.

9. In case M/sis not able to complete assigned work after release of work order, penalty deduction for under performance will be decided by the Commissioner/ Director, Tourism up to maximum of 10%.

10. All Clause of RTPP Act & Rules / GF&AR will be applicable with agreement.

11. All disputes arising out of this agreement and all questions relating of the interpretation of this agreement shall be decided by the Commissioner/ Director, Department of Tourism and the decision of the Commissioner/ Director, Department of Tourism shall be final.

In witness whereof the parties hereto have set their hands on theday of 2025.

Signature of the approved M/s

Signature for and on behalf of
Governor

Name :

Designation:

Commissioner/Director
Department of Tourism, Rajasthan

Date :

Date :

Witness No. 1

1. Witness

Witness No. 2

2. Witness

Appendix A

Media Inventory

Summary Sheet of Media with Lumpsum media cost and agency charges

(Amount in INR without taxes)

S.No.	Media	Campaign Duration	Lumpsum Media Cost in INR to be charged by Agency (In Numeric)	Lumpsum Agency Charges in INR to be charged by Agency (In Numeric)	Lumpsum Total of Media Cost and Agency Charges in INR to be charged by agency (In numeric)
1	TV Advertisement Domestic TV Channels- News Channels- English/Hindi/Business/Regional, Travel & Lifestyle, Infotainment	1.5 Months			
2	Airport Branding (Domestic + International Terminals) Delhi, Mumbai, Kolkata, Hyderabad, Bengaluru and Chennai.	1 Months			
3	External Train Wrap Advertising High-visibility PAN-India routes connecting key cultural and tourism destinations such as Mumbai, Puri, Ayodhya, Haridwar, and Kolkata.	2 Months			
4	Metro Wrap Advertising Mumbai Metro, Delhi Metro, Lucknow Metro, Bengaluru Metro, Kolkata Metro, and Hyderabad Metro	2 Months			
5	Social Media Campaigns (National) Video/Display ads on Facebook, Instagram, X, LinkedIn & YouTube	2 Months			
6	Social Media Campaigns (International) Video/Display ads on Facebook, Instagram, X, LinkedIn & YouTube	2 Months			
7	OTT Platforms Video Ads on Zee5, Jio-Hotstar, Amazon Prime, Sony LIV (Desktop + Mobile + CTV)	2 Months			
8	Google Google SEO	2 Months			
9	Domestic Magazines • Domestic Travel/ Lifestyle/ News/ Business Magazines	2 Months			
	Total in INR (In numeric)				
	Total in INR (in words)				
	Total in INR (In Numeric)				

TV Advertising Plan- Domestic Channels (1.5 Months)

S. No	Market	SD/H D	Genre	Channel	Day	Time Band	FCT	Media Cost (Rs)	Agency Charges	Total Cost
1	HSM	SD	Hindi News	News 18 India	Mon-Sun	2000-2200	2340			
2	HSM	SD	Hindi News	AajTak	Mon-Sun	2000-2200	2340			
3	HSM	SD	Hindi News	India TV	Mon-Sun	2000-2200	2340			
4	HSM	SD	Hindi News	TV9 Bharatvarsh	Mon-Sun	2000-2200	2340			
5	HSM	SD	Hindi News	Republic Bharat	Mon-Sun	2000-2200	2340			
6	HSM	SD	Hindi News	Zee News	Mon-Sun	2000-2200	2340			
7	HSM	SD	Hindi News	Times Now Navbharat	Mon-Sun	2000-2200	2340			
8	HSM	SD	Hindi News	ABP News	Mon-Sun	2000-2200	2340			
9	HSM	SD	Hindi News	Good News Today	Mon-Sun	2000-2200	2340			
10	HSM	SD	Hindi News	NDTV India	Mon-Sun	2000-2200	2340			
11	HSM	SD	Hindi News	News 24	Mon-Sun	2000-2200	2340			
12	HSM	SD	Hindi News	News Nation	Mon-Sun	2000-2200	2340			
13	HSM	SD	Hindi News	Bharat Express	Mon-Sun	2000-2200	2340			
14	HSM	SD	Hindi News	Bharat 24	Mon-Sun	2000-2200	2340			
15	HSM	SD	Hindi Business News	Zee Business	Mon-Fri	0900-1500	2340			
16	HSM	SD	Hindi Business News	CNBC Awaaz	Mon-Fri	0900-1500	2340			
17	National	SD	Eng Bus. News	CNBC TV 18	Mon-Fri	0900-1500	2340			
18	National	SD	Eng Bus News	Republic TV	Mon-Fri	0900-1500	2340			
19	National	SD	Eng Bus News	NDTV Profit	Mon-Fri	0900-1500	2340			

TV Advertising Plan- Domestic Channels (1.5 Months)

S. No	Market	SD/HD	Genre	Channel	Day	Time Band	FCT	Media Cost (Rs)	Agency Charges	Total Cost
20	National	SD	Eng News	India Today Television	Mon-Sun	2000-2200	2340			
21	National	SD	Eng News	CNN News18	Mon-Sun	2000-2200	2340			
22	National	SD	Eng News	Times Now	Mon-Sun	2000-2200	2340			
23	National	SD	Eng News	NDTV 24x7	Mon-Sun	2000-2200	2340			
24	National	SD	Eng News	WION	Mon-Sun	2000-2200	2340			
25	HSM	SD	Infotainment	Discovery Channel	Mon-Sun	1800-2400	2340			
26	HSM	SD	Infotainment	Animal Planet	Mon-Sun	2000-2200	2340			
27	Travel	SD	Travel & Lifestyle	National Geographic	Mon-Sun	2000-2200	2340			
28	HSM + Eng	SD	Travel & Lifestyle	Travelxp	Mon-Sun	2000-2200	2340			
Total										

Airport Branding Plan- 1 Month

S. No	City	Airport Location	Media Type	Size	Qty	Media Cost	Agency Charges	Total Cost
1	DELHI	T-3- Arcade Led Screens	Digital Screens	16 x 7	24			
2	DELHI	T-3 Baggage Belt (DOM + INT'L) Arrivals	Digital Screens	16 x 4	14			
3	DELHI	T-2 Domestic Dep + Arrivals	Digital Screens	3 x 6	28			
4	MUMBAI	T-1- Arrivals Hoarding (EXIT AREA)	STATIC	50 x 20	1			
5	MUMBAI	T-2 - Domestic + Int'l Arrivals Baggage Belt	Digital Screens	55"	56			
6	MUMBAI	T-1 Arrival Digital Screens	Digital Screens	3 x 6	7			
7	Kolkata	Baggage Belt Video Wall	Digital Screens	16 x 4	15			
8	Kolkata	Common Arrival - T2 Touchdown Digital	Digital Screens	85"	30			
9	Chennai	T1 & T4 - Domestic Arrival	Stellar - Video Wall - Digital	16 x 4	14			
10	Chennai	Domestic Departures -(T1- 26 + T4- 16)	Digital Screens	65"	42			
11	GOA-Mopa	Across Terminal (20 Departures + 12 Arrivals) 15 Secs / 3 Mins	Digital Screens	65"	32			
12	GOA-Dabolim	Departures Across Terminal (15 SECS / 3 MINS)	Digital Screens	65"	30			
13	Chandigarh	Departures Across Terminal	Digital Screens	65"	19			
14	Chandigarh	T-1 Domestic & International Arrival	Digital Display Board (660 Spots per day per screen)	86"	10			
15	Ahmedabad	Baggage claim Area Arrivals (Domestic + International) Qty : 20 Screens	Digital Screens	12 x 4	10 (D/S)			
16	Ahmedabad	Domestic Departure - SHA (10 Sec in 2 Minutes Loop)	Digital	6 x 12	11			
17	Amritsar	International Arrival	Conveyor Belt Digital Screen-4	12.5 x 5	4			
18	Srinagar	Arrival Convfeyor belt	Digital Screens	156"	4			
19	Srinagar	Arrival Convfeyor belt	Digital Screens	107.28	8			
20	Varanasi	Departure terminal, LED Screens	Digital Screens	55"	14			
21	Varanasi	Departure terminal, LED Screens	Digital Screens	50"	10			

Airport Branding Plan- 1 Month								
S. No	City	Airport Location	Media Type	Size	Qty	Media Cost	Agency Charges	Total Cost
22	Udaipur	Arrival conveyor belts (2160 Spots of 10 Sec each per day per screen)	Display Boards	12.5 x 5	4			
23	Udaipur	Arrival Hall (3600 spots of 10 sec each per day per screen)	Digital Display Boards	4 x 8	1			
24	Hyderabad	Domestic SHA Extended Terminal: #DigiWall Pack of 19	Digital Screens	10 x 6	19			
25	Jaipur	International Arrival - Above Exit Gate	Statics Wall Wrap	41 x 11.3 Ft	1			
26	Bengaluru	Domestic Departure Retail Zone (10 Sec in Every One Min)	Digital	20 x 10	1			
27	Lucknow	SHA - Boarding Gates (Domestic + International) Double Sided media 4 faces -10 Sec One Min	Digital Double Sided	20 x 8	2			
Total								

External Train Wrap- 2 Months

S No	Name of Train / Train Number	Route	Major stations /States covered (key halts)	Media Type	No of coaches / No of Rakes	Media Cost (Including One Time Wrapping/ Mounting Charges)	Agency Charges	Total Cost
1	Puri SF Express/ 12145-46	Mumbai (LTT) to Puri	Maharashtra- Chhatisgarh-Odisha	External Wrap	22/2			
2	Haridwar AC SF Exp/ 12171-72	Mumbai to Haridwar	Maharashtra-MP-UP-Delhi-Uttarakhand	External Wrap	22/1			
3	Punjab Mail/ 22137-38	Mumbai to Firozpur Cantt	Maharashtra- MP-UP-Rajasthan-Delhi-Haryana-Punjab	External Wrap	22/2			
4	Konark Exp/ 11019-20	Mumbai (CSMT) to Bhubaneswar	Maharashtra-Karnataka-Andhra Pradesh- Odisha	External Wrap	22/2			
5	Karaikal Weekly Exp/ 11017-18	Mumbai (LLT)- Karaikal	Maharashtra-Karnataka- Andhra Pradesh- Tamil Nadu- PD	External Wrap	22/1			
6	Madurai Exp/ 22101-02	Mumbai (LTT) to Madurai Jn	Maharashtra-Karnataka-Andhra Pradesh- Tamil Nadu	External Wrap	22/1			
Total								
One Time Wrapping Charges								
Total Cost								

Metro Train Wrap- 2 Months

Sr. No.	City	Line	Media Type	Location	No. of Metro Trains	Media Cost (Incl. One Time Production/Wrapping Cost)	Agency Charges	Total Cost
1	Mumbai Metro	Blue Line	Metro Branding - External Wrap	External Metro Branding - 4 Coaches	1			
2	Delhi Metro	Blue Line	Metro Branding - External Wrap	External Metro Branding - 8 Coaches	1			
3	Delhi Metro	Green Line	Metro Branding - External Wrap	External Metro Branding - 6 Coaches	1			
4	Lucknow Metro	NA	Metro Branding - External Wrap	External Metro Branding - 4 Coaches	1			
5	Bangalore Metro	Green Line (Madavara to Silk Institute)	Metro Branding - External Wrap	External Metro Branding- 6 Coaches	1			
6	Kolkata Metro	Blue Line	Metro Branding - External Wrap	External Metro Branding - 8 Coaches	1			
8	Hyderabad Metro	Red Line	Metro Branding - External Wrap	External Metro Branding - 3 Coaches	1			
Total								

Social Media National- 2 Months

S. No	Platform	Placements	Inventory Type	Market	Pricing Model	Views /Reach	Cost	Agency Charges	Total Cost
1	Facebook	RON	Video	India	Cost Per View	23,00,000			
2	Instagram	RON	Video	India	Cost Per View	21,00,000			
3	X	RON	Video	India	Cost Per View	50,00,000			
4	LinkedIn	RON	Video	India	Cost Per View	4,00,000			

S. No	Platform	Placements	Inventory Type	Market	Pricing Model	Engagement	Cost	Agency Charges	Total Cost
1	Facebook	RON	Display	India	Cost per engagement	5,00,000			
2	Instagram	RON	Display	India	Cost per engagement	4,00,000			
3	X	RON	Display	India	Cost per engagement	80,000			
4	LinkedIn	RON	Display	India	Cost per engagement	30,000			

S. No	Platform	Placements	Inventory Type	Market	Pricing Model	Views	Cost	Agency Charges	Total Cost
1	YouTube	RON	Video	India	Cost per view	2,00,00,000			
					Total				

Target Audience :(Age Group)- 25+ Upto 64

Social Media International- 2 Months

S. No	Platform	Placements	Inventory Type	Market	Pricing Model	Views/Reach	Cost	Agency Charges	Total Cost
1	Facebook	RON	Video	USA, Canada, Europe, ME, S.E Asia	Cost per view	7,00,000			
2	Instagram	RON	Video	USA, Canada, Europe, ME, S.E Asia	Cost per view	4,00,000			
3	X	RON	Video	USA, Canada, Europe, ME, S.E Asia	Cost per view	7,50,000			
4	LinkedIn	RON	Video	USA, Canada, Europe, ME, S.E Asia	Cost per view	1,00,000			

S. No	Platform	Placements	Inventory Type	Market	Pricing Model	Engagement	Cost	Agency Charges	Total Cost
1	Facebook	RON	Display	USA, Canada, Europe, ME, S.E Asia	Cost per engagement	35295			
2	Instagram	RON	Display	USA, Canada, Europe, ME, S.E Asia	Cost per engagement	28572			
3	X	RON	Display	USA, Canada, Europe, ME, S.E Asia	Cost per engagement	15000			
4	LinkedIn	RON	Display	USA, Canada, Europe, ME, S.E Asia	Cost per engagement	3000			

S. No	Platform	Placements	Inventory Type	Market	Pricing Model	Views	Cost	Agency Charges	Total Cost
1	YouTube	RON	Video	USA, UK, Canada, Europe, ME, S.E Asia	Cost per view	51,54,640			
Total									

Note —

Target Audience: (Age Group) - 25+ Upto 64 Yrs.

Country Share —

- USA & Canada (25%)
- UK (15%)
- Europe — Germany France Italy, Spain, Belgium etc. (30%)
- SE Asia (15%)
- Middle East (15%)

OTT Platforms- 2 Months

S. No	Platform	Placements/Ad Type	Inventory Type	Impressions	Media Cost for 2 Months	Agency Charges	Total Cost
1	Zee5.com	Desktop + Mobile + CTV	Video - 20 Seconds	1,50,00,000			
2	JioHotstar	Desktop + Mobile + CTV	Video - 20 Seconds	2,50,00,000			
3	Amazon Prime	Desktop + Mobile + CTV	Video - 20 Seconds	1,70,00,000			
4	Sony LIV	Desktop + Mobile + CTV	Video - 20 Seconds	1,50,00,000			
Total							

Note:

- Total Impressions to be divided into 2 Months
- Inventory to be split in the ratio of 70:30. (70% allocation to Desktop + Mobile and 30% allocation to CTV.)

Google + Digital Portals- 2 Months

Google SEO- 2 Months

S. No	Network	Est. Impressions	Est. Clicks	Est. CTR	Media Cost	Agency Charges	Total Cost
1	Google Search	1,20,000	6,000	1.30%			
2	Double click Bid Manager (DBM)	55,00,000	25,000	0.30%			

Domestic Magazines- 2 Months

S. No	Publication / Magazine	Genre	Market	Insertions (Full Page)	Media Cost	Agency Charges	Total Cost
1	Conde Nast Traveller	Travel	Domestic	1			
2	Travel + Leisure	Travel	Domestic	2			
3	Fortune India	Business	Domestic	2			
4	Outlook Traveller	Travel	Domestic	2			
5	TTJ	Travel	Domestic	2			
6	Travel Turtle	Travel	Domestic	2			
7	Travel Heights	Travel	Domestic	2			
8	Travel Mail	Travel	Domestic	2			
9	India Today (English)	Politics	Domestic	2			
10	India Today (Hindi)	Politics	Domestic	2			
11	Outlook (English)	Politics	Domestic	2			
12	Business Today	Business	Domestic	2			
13	The Week	General	Domestic	2			
14	Open	General	Domestic	2			
15	Forbes India	Business	Domestic	2			
16	Sananda	General	Domestic	2			
17	Chitralekha-Gujarati	Lifestyle	Domestic	2			
18	TIME	Business	Domestic	2			
19	Luxe Magazine	Lifestyle	Domestic	1			
20	Leela Magazine	Lifestyle	Domestic	1			
21	India & You	Lifestyle/Culture/Tourism	Domestic	2			
22	Auto Car	Lifestyle	Domestic	2			
23	SOH (Soul of Hospitality) Magazine	Lifestyle/Tourism	Domestic	2			
			Total				