

RAJYA SABHA TELEVISION
RAJYA SABHA SECRETARIAT
3rd Floor, Talkatora Stadium Annexe Building
New Delhi - 110001

No. RS.1/46/2014/Admn.

10th March, 2017

TENDER NOTICE FOR MARKETING, DISTRIBUTION AND
SELLING OF A FEATURE FILM BEING PRODUCED BY RAJYA SABHA
TELEVISION

Sealed Tenders are invited for Marketing, Distribution and Selling of a Feature Film being produced by Rajya Sabha Television. The details of the feature film are as under:

Name: RAAG DESH – The Birth of a Nation
Directed by – Sh. Tigmanshu Dhulia

The film is based on the trial of Netaji Subhash Chandra Bose's Indian National Army at the historic Red Fort of Delhi. The film is currently at the editing stage and is tentatively scheduled to be released in the first week of June 2017.

2. BROAD SCOPE OF WORK AND SERVICES

1.1 The successful bidder will be required to:

- (a) Produce the **Trailer** for the film to be shown as promotional Trailer before release.
- (b) Promote the film(s) by using various promotional media before its release. The promotional activity would inter alia, include
 - (i) Theatrical promotion by way of **trailers** before /after/during the shows of movies in movie theatres;
 - (ii) Release of Trailers/ Commercials spots in popular Television channels with National reach;
 - (iii) Advertisements in print media like Newspapers, film trade magazines, etc.
 - (iv) Advertisements in outdoor media like hoardings at important places, Bill-boards / TV screens in railway stations, promotional LCD vans;
 - (v) Digital media promotion like spots on YouTube, Social media avenues like Facebook etc.;
 - (vi) Promotion on Radio especially FM channels in metros through jingles, interactions with Radio Jockeys etc.;

(vii) Other events like Interactive Sessions with film's director and star cast; Press Conferences, Road shows etc.

(c) The film promotion activities should start at least 30 days before the commercial release of the film.

1.2 Release of the film on a Pan-India basis. The release would inter-alia include the following:

- (a) Tie-up with cinemas/theatres/Cineplexs for simultaneous release;
- (b) Covering all the regions and major commercial film centres;
- (c) Ensuring the release in maximum number of screens as stipulated in tender

1.3 Creation of Digital content for promotion of the movie. The IPR for the film will be with RSTV. However, the IPR in respect of digital content created by the bidder using the excerpts from the film will be with the bidder.

1.4 Negotiation of commercial gains from the release of the film on behalf of RSTV.

1.5 Collection of Box-office proceeds / ticket sales / any other revenue and remittance of the same to RSTV.

1.6 Submission of a DCR – Daily Collection Report of the Box Office collections.

1.7 The film will also have an international release / satellite release / digital release and the successful bidder will negotiate with companies on behalf of RSTV. A fixed fee of 15% of the net revenue received from selling such rights will be paid to the successful bidder.

1.8 Music Rights - The successful bidder will negotiate with music companies / television channels / radio stations/ telecom companies on behalf of RSTV for sale of Music rights. A fixed fee of 15% of the net revenue received from selling such rights will be paid to the successful bidder.

3. **ELIGIBILITY CONDITIONS:**

3.1 The bidder should be a distributor/ exhibitor / studio/ digital cinema operator in the business of distribution / exhibition / service providers for exhibition of commercial films. Bidder can be a consortium of such partners / companies involved in above mentioned distribution/ release of films.

3.2 The bidder should have experience of release / distribution/ exhibition / service-providing for exhibition of films in India either directly or through its sub-distributors/exhibitors.

3.3 The bidder should have had a consolidated turnover of Rs.200 crore or above for each of the last three financial years 2013-14, 2014-15 and 2015-16. **Attested copies of Income Tax Returns, Profit & Loss A/c and Balance Sheets for these financial years should be enclosed with the technical bid.**

3.4 The bidder must have tie-up with atleast 500 theatres/cinemas/cineplexes primarily playing Hindi movies on a Pan-India basis for playing of promotional trailers before the release of the movie

OR

the bidder must have released at least two commercial full length Hindi films on Pan-India basis in each of the last three financial years. List of cinema theatres in first week of release, number of screens and number of shows to be provided.

3.5 The above details, required to be submitted by the bidder, are to be submitted as per the **Technical Bid** given in **Annexure I**.

4. GENERAL CONDITIONS

- 4.1 Neither the issue of this notice nor any part of its contents is to be taken as any form of commitment or acknowledgement on the part of RSTV to proceed with tender or any bidder. RSTV reserves the right to annul or terminate the process or reject any or all tender at any time or stage without assigning any reason.
- 4.2 RSTV reserves the right and absolute discretion to amend, vary, waive and/or modify any or all the terms and conditions of this notice without assigning any reason whatsoever. Amendments in the tender notice, if any, will, however be posted on the website www.rajyasabha.nic.in. All the applicants are, therefore, advised to regularly visit the website before submitting the tender.
- 4.3 Bidder will be responsible for due compliance of the provisions of the various labour laws (Central) applicable to workmen deployed by it in relation with the subject services.
- 4.4 Bidder shall be responsible for arranging and maintaining at its own cost all the items and all services required for executing the work unless otherwise specifically provided for.
- 4.5 RSTV shall in no circumstance whatsoever, be responsible or liable in any manner whatsoever, for any costs or expenses incurred or any loss suffered by the Bidder in connection with or in consequence of the preparation or delivery of tender, or compliance with any of the requirements of the tender or Presentation made to RSTV or in any other manner.
- 4.6 Any suppression or misrepresentation of material fact shall result in disqualification of the Bidder.
- 4.7 Canvassing in any form shall render the tender liable to be rejected.

- 4.8 The validity period of the bid shall be **6 months** from the last date of submission of bids.

5. SUBMISSION OF BIDS

- 5.1 Bidder should submit its bid in two parts (two bid system), in separate covers, one containing the Technical Bid and the other containing the Financial Bid, superscribed accordingly. The sealed Technical and Financial bids should be placed inside a large sealed cover superscribing “Marketing, Distribution and Selling of Feature Film – Raag Desh”. **The tender should be addressed to Deputy Director (Admin) Rajya Sabha Television, TKSA Building, New Delhi 110001. It may be dropped in the drop box by 5:00 p.m. on or before 5th April, 2017** at the above mentioned address or may be sent by courier/registered/speed post so as to reach RSTV by 5:00 p.m on or before **5th April 2017**.
- 5.2 **Technical Bid** should be given in proforma attached as **Annexure- I** and should be accompanied by earnest money of Rs. 5 Lakh in the form of a demand draft drawn in favour of Drawing & Disbursing Officer, Rajya Sabha Television payable at New Delhi on which no interest will be paid. Earnest money of the Bidder will be forfeited if it refuses to take up the job; or if the information given by it is found to be false; or if it withdraws the bid during the validity period of the bid. Earnest money of the unsuccessful bidders will be returned after completion of the tender process but earnest money of the successful bidder will be returned only after entering into an agreement with RSTV.
- 5.3 **Financial Bid** should be given in the proforma attached as **Annexure II**.
- 5.4 There should not be over-writing or correction or cutting in the bids and each page of the Technical bid as well as Financial bid should be signed by an authorized representative of the Agency.
- 5.5 Firm rates/charges should be quoted in Indian Rupees both in figures and words and should be valid for **180 days** from the date of opening of the bids. Rates and charges should be excluding applicable taxes.

5.6 PRE-BID MEETING

A pre-bid meeting will be held on **22nd March , 2017 at 4:00 p.m. in the office of RSTV, Talkatora Stadium Annexe Building, New Delhi** where the intending bidders may seek any clarifications to have first-hand information about the requirements of RSTV. The intending bidders are requested to make it convenient to attend the pre-bid meeting so that there is no communication gap and they are aware of the requirements of RSTV.

6. OPENING OF BIDS

Technical Bids will be opened **at 4:00 p.m. on 7th April 2017** at RSTV office, TKSA Building, New Delhi in the presence of the bidders or representatives thereof, if any. Financial Bids of only such bidders will be opened who are

found eligible in Technical Bid. Time and date of opening of the Financial Bids will be informed to the Agencies which are found eligible in the technical bid.

7. **SELECTION OF BID** – The tender will be awarded on the basis of an evaluation system with marks being given for the Technical Bid and the Financial Bid separately. The details have been provided in the Technical Bid and Financial Bid. The summary is as hereunder:

7.1 **Weightage**

- a. **Technical Bid – 70%** - Final marks obtained in the Technical Bid will have 70% weightage in the tender as illustrated below:

$$\text{Total Marks in Technical Bid (T)} = (M + N + O1 + P1) \times 0.70$$

(T, M, N, O1 and P1 have been explained in the annexure for Technical Bid)

(T) will be the marks of Technical Bid and the marks will be added to the marks obtained in Financial Bid to arrive at the highest marks for awarding the tender.

- b. **Financial Bid – 30%** - Marks obtained in the Financial Bid will have 30% weightage in the tender as illustrated below:

$$\text{Financial Marks (F)} = I \times 0.30$$

(F and I have been explained in the annexure for Financial Bid)

(F) will be the marks of Financial Bid and the marks will be added to the marks obtained in Technical Bid to arrive at the highest marks for awarding the tender.

- c. **Grand Total = T + F** - The tender will be awarded to the bidder who gets the highest marks after adding Total of Technical Bid (T) and Total of Financial Bid (F)

8. **TERMS OF PAYMENT**

Payment to the bidder emerging successful as per the tender terms and conditions will be against a Bank Guarantee of an equivalent amount valid for 12 months.

9. **REJECTION OF BIDS**

a. Canvassing by the bidders in any form, unsolicited letters and post tender correction may invoke summary rejection with forfeiture of EMD. Conditional tenders will be rejected. Rajya Sabha Television, Rajya Sabha Secretariat reserves the right to reject any or all of the bids without assigning any reason thereof.

b. Furnishing of incorrect information, suppression of material information, submission of false data, falsification of details or misrepresentation of any kind

may result in the bid being cancelled at any stage of the bid process. Notwithstanding anything contained anywhere else in the tender document , in case any such misrepresentation comes to notice during the bid or after awarding of the bid or release of advance payment, RSTV will reserve the right to cancel the bid , invoke the Bank Guarantee, if so furnished and/or initiate recovery proceedings with or without penal interest thereon.

10. PERFORANCE SECURITY AND PENALTY

The successful bidder will have to provide a Bank Guarantee equal to the amount of the bid and the money to be released to the bidder. This Bank Guarantee will be the Performance Security for the due performance of the contract. The said Bank Guarantee will be from a scheduled commercial bank and valid for a period of 6 months from the date of award of bid or completion of project, whichever is later. In case the bidder fails to fulfil any of the conditions or offers made in the bid submitted by him or any of clauses of the tender, the said Bank Guarantee will be liable to be forfeited.

11. INDEMNITY

The successful bidder shall at all times indemnify RSTV/Rajya Sabha Secretariat towards any loss/damage caused or any claim raised against RSTV by any party/third party consequent to the execution of the contract. The successful bidder shall be liable, in accordance with the Indian Laws and Regulations for any accident or damage incurred or claims raised against RSTV/Rajya Sabha Secretariat during the period of execution of contract. The successful bidder shall also provide all insurance including third party insurance as may be necessary to cover the risk. No extra payment would be made to the successful bidder on this account.

12. ARBITRATION

All the disputes and differences arising out or in any way touching or concerning the bid shall be referred to the sole arbitrator appointed by the Secretary General, Rajya Sabha. Awards of such arbitration shall be final and binding on the parties of the agreement. No party will have any objection if the person so appointed is or was in the employment of the Rajya Sabha Secretariat and as an employee of the Rajya Sabha Secretariat had during the course of his duties expressed views on all or any of the matter of difference or dispute. The award of such arbitration shall be final and binding on both the parties. The arbitration proceedings shall be held in Delhi.

**Deputy Director (Admin)
Rajya Sabha Television**

TECHNICAL BID

**TENDER FOR FOR MARKETING, DISTRIBUTION AND SELLING OF
A FEATURE FILM BEING PRODUCED BY RSTV**

1.	Name of the bidder:
2.	Contact Details :
	(i) Address
	(ii) Telephone Nos. (including mobile) –
	(iii) Fax:
	(iv) Email ID:
	(v) Website:
3.	Bank details :
	(i) Name of the Bank:
	(ii) Address of the branch:
	(iii) A/C No. of the bidder:
4.	Permanent Account Number (PAN): <i>(Please attach a copy of the PAN Card)</i>
5.	Annual turnover for the financial years:
	2013-14:
	2014-15:
	2015-16:
6.	Details of the bidder in the business of distribution or exhibition of commercial films: (attach separate sheet if required)

7.	Details of experience of release / distribution/ exhibition of films in India either directly or through its sub-distributors/exhibitors, either alone or through consortium partners (attach separate sheet if required)
8.	<p>Details of tie-up with atleast 500 theatres/cinemas/cineplexes primarily playing Hindi movies on a Pan-India basis for playing of promotional trailers before the release of the movie: Names and Addresses of theatres to be provided (Attach separate sheet)</p> <p style="text-align: center;">OR</p> <p>Details of release of commercial full length Hindi films on Pan-India basis in each of the last three financial years, including list of cinema theatres in first week of release, number of screens and number of shows(Attach separate sheet)</p>
	2013-2014:
	2014-2015:
	2015-2016:
9.	<p>Details of Earnest Money Deposit</p> <p>Amount :</p> <p>Demand Draft / Bankers Cheque No. :</p> <p>Name of Issuing bank :</p> <p>Date :</p>

10. Release Plan - The bidders will have to submit a release plan with minimum of 2 (two) weeks guarantee.

Part A —

A.1 - Circuit wise number of screens - The bidder will have to submit a release plan showing the number of screens (minimum 1000 screens) offered in each of the trade circuits.

Sr. No.	Category	Circuit	States	Weightage for points (%)	Number of screens offered	Points as per weightage
1	A	West	Maharashtra, Gujarat	100%		x1 = No. of screens x 1.00
2		North	Delhi, UP , Punjab	100%		x2 = No. of screens x 1.00
3	B	East	West Bengal, Orissa and Bihar	50%		x3 = No. of screens x 0.50
4	C	Central	Central province & Central India	20%		x4 =No. of screens x 0.20
			Rajasthan	10%		x5 =No. of screens x 0.10
5		Rest of India	All other states not covered above	10%		x6 =No. of screens x 0.10

Total Points (a) = x1 + x2 + x3 + x4 + x5 + x6

A.2 – Qualifying percentage - The minimum qualifying percentage of number of screens in each category for the bid to be considered eligible will be as under:

Sr. No.	Category	Minimum required percentage out of total number of screens bid for in each circle
1	A	40%
2	B	20%
3	C	10%

A.3 – Maximum and Minimum percentage of screens allowed - The maximum percentage of screens in any category shall not exceed 60% and minimum should not be below 10%.

A.4 - Scoring system – Scoring system for the above will be as under:

A.4.1 – Number of points - The bidder with the maximum number of points in A.1 above will be given 100 marks. All other bidders will be given marks on a proportionate basis linked to the highest bidder. The formula will be as under:

$$\text{Marks (M1)} = (a/h) * 100$$

Where a = number of points of any bidder

h = number of points of highest bidder

For example – Suppose the highest bidder gets 2000 points , he will get 100 marks. The next highest bidder gets 1500 points, he will get $\rightarrow (1500/2000)*100 = 75$ marks.

A.4.2 – Weightage in calculation of marks – The weightage for “**A.4.1 Circuit wise number of screens**” for calculation of marks will be 80%. It is illustrated as under:

In the example given above, the highest bidder gets 100 marks. His marks after applying weightage will be $- 100 \times 80\% = 80$ marks. The second highest bidder gets 75 marks. His marks after applying weightage will be $75 \times 80\% = 60$ marks.

A.4.3 – Total number of screens – The bidder with the highest number of screens will be given 100 points. All other bidders will be given points on a proportionate basis linked to the highest bidder. The formula will be as under:

$$\text{Marks (M2)} = (a/h) * 100$$

Where a = number of screens of any bidder

h = number of screens of highest bidder

For example – Suppose the highest bidder bids for 2000 screens, he will get 100 marks. The next highest bidder bids for 1600 screens, he will get $- (1600/2000)*100 = 80$ marks.

A.4.4 – Weightage in calculation of marks – The weightage for “**A.4.3 Total number of screens**” for calculation of marks will be 20%. It is illustrated as under:

In the example given above, the highest bidder gets 100 marks. His marks after applying weightage will be $- 100 \times 20\% = 20$ marks. The second highest bidder gets 80 marks. His marks after applying weightage will be $80 \times 20\% = 16$ marks.

A.4.4 – Final Score (M) – Final score will be decided after adding Marks obtained in A.4.2 and A.4.4 above. **$M = M1 \times 0.80 + M2 \times 0.20$**

Part B –

B.1 - Number of shows – The bidder will have to specify the number of shows offered in each circle.

Sr. No.	Category	Circuit	States	Weightage for points (%)	Points as per weightage
1	A	West	Maharashtra, Gujarat	100%	y1 = No. of shows x 1.00

2		North	Delhi, UP , Punjab	100%	y2 = No. of shows x 1.00
3	B	East	West Bengal, Orissa and Bihar	50%	y3 = No. of shows x 0.50
4	C	Central	Central province & Central India	20%	y4 =No. of shows x 0.20
			Rajasthan	10%	y5 =No. of shows x 0.10
5		Rest of India	All other states not covered above	10%	y6 =No. of shows x 0.10

Total points = (b) = y1 + y2+ y3 + y4+ y5 + y6

B.2 – Qualifying percentage - The minimum qualifying percentage of number of screens in each category for the bid to be considered eligible will be as under:

Sr. No.	Category	Minimum required percentage out of total number of shows bid for in each circle
1	A	40%
2	B	20%
3	C	10%

B.3 – Maximum and Minimum percentage of screens allowed - The maximum percentage of screens in any category shall not exceed 60% and minimum should not be below 10%.

B.4 - Scoring system – Scoring system for the above will be as under:

B.5 – Number of points - The bidder with the maximum number of points in B above will be given 100 marks. All other bidders will be given marks on a proportionate basis linked to the highest bidder. The formula will be as under:

Marks (N) = (b/ h) * 100

Where b = number of points of any bidder

h = number of points of highest bidder

For example – Suppose the highest bidder gets 2000 points , he will get 100 marks. The next highest bidder gets 1500 points, he will get - (1500/2000)*100 = 75 marks.

B. 6 - Show timings – The bidders will have to adhere to the minimum percentage as prescribed below:

Sr. No.	Slot No.	Time band for Shows	Minimum required percentage out of total number of shows bid for in each circle
1	Slot 1	From 04.00 pm till 11.59 pm	40%

2	Slot 2	From 10.00 am till 03.59 pm	20%
3	Slot 3	From 12.00 am till 10.00 am	Nil (no minimum percentage required)

Part C –

B. 1 - Playback of Trailers as promotional activity

Sr. No.	Category	Circuit	States	Weightage for points (%)	Points as per weightage
1	A	West	Maharashtra, Gujarat	100%	z1 = No. of trailers x 1.00
2		North	Delhi, UP , Punjab	100%	z2 =No. of trailers x 1.00
3	B	East	West Bengal, Orissa and Bihar	50%	z3 = No. of trailers x 0.50
4	C	Central	Central province & Central India	20%	z4 = No. of trailers x 0.20
			Rajasthan	10%	z5 = No. of trailers x 0.10
5		Rest of India	All other states not covered above	10%	z6 = No. of trailers x 0.10

Total points = (c) = z1 + z2+ z3 + z4+ z5 + z6

C.2 – Maximum and Minimum percentage of screens allowed - The maximum percentage of screens in any category shall not exceed 60% and minimum should not be below 10%.

C.3 - Scoring system – Scoring system for the above will be as under:

C.3.1 – Number of points - The bidder with the maximum number of points in C above will be given 100 marks. All other bidders will be given marks on a proportionate basis linked to the highest bidder. The formula will be as under:

$$\text{Marks (O)} = (c/h) * 100$$

Where c = number of points of any bidder

h = number of points of highest bidder

For example – Suppose the highest bidder gets 2000 points , he will get 100 marks. The next highest bidder gets 1200 points, he will get - (1200/2000)*100 = 60 marks.

C.3.2 – The points so obtained will be multiplied by 2 to obtain the final marks under the above criteria.

$$\text{Final Marks O1} = O \times 2$$

The points for the bidders quoted in the above example will be as under

Highest bidder = $100 \times 2 = 200$

Next highest bidder = $60 \times 2 = 120$

Part D – Distribution of Film –

D.1 - All the expenditure on digital movie print, distribution and release of the film will have to be borne by the bidder.

D.2 - The bidder will bid for the percentage commission / share of net box office collection that it will offer to RSTV. RSTV shall not be liable for any expense on the commission so received.

D.3. – Percentage commission / share of net box office collection that will be offered will be calculated against a points system as under:

D.3.1 - Number of points - The bidder offering the highest percentage will be given 100 marks. All other bidders will be given marks on a proportionate basis linked to the highest bidder. The formula will be as under:

$$\text{Marks (P)} = (d/h) * 100$$

Where d = percentage offered by any bidder

h = percentage offered by highest bidder

D.3.2 – The points so obtained will be multiplied by 2 to obtain the final marks under the above criteria.

$$\text{Final Marks P1} = P \times 2$$

For example – Suppose the highest bidder offers 30% commission / share of net box office collection, he will get $100 \times 2 = 200$ marks. The next highest bidder offers 29% commission / share of net box office collection, he will get - $(29/30)*100 = 96.66 \times 2 = 193.32$ marks.

11. Weightage

11.1 Technical bid in the tender – 70%

11.2 Final marks obtained in the Technical Bid will have 70% weightage in the tender as illustrated below:

$$\text{Total Marks in Technical Bid (T)} = (M + N + O1 + P1) \times 0.70$$

- **T will be the marks of Technical Bid and the marks will be added to the marks obtained in Financial Bid to arrive at the highest marks for awarding the tender.**

11.3 Weightage of Financial bid in the tender – 30%

11.4 Marks obtained in the Financial Bid will have 30% weightage in the tender as illustrated below:

Financial Marks (F) = I x 0.30

- **(F) will be the marks of Financial Bid and the marks will be added to the marks obtained in Technical Bid to arrive at the highest marks for awarding the tender.**

11.5 Grand Total = T + F

- The tender will be awarded to the bidder who gets the highest marks after adding Total of Technical Bid (T) and Total of Financial Bid (F)

12. It is certified:

- (i) That I/We have gone through and understood the tender notice.
- (ii) That the terms and conditions given in the tender notice are acceptable to me/us.
- (iii) That the information furnished by me/us is true and correct.
- (iv) That we have not been blacklisted by any Government organization/PSU during last five years.

Date:

**Signature & Seal of the
Bidder**

FINANCIAL BID

**TENDER FOR FOR MARKETING, DISTRIBUTION AND SELLING OF
TWO FEATURE FILMS BEING PRODUCED BY RSTV**

1.	Name of the bidder:
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2. Publicity and Promotion Plan –

S. No.	Medium/Platform	Details	Remarks
a.	TV (2 weeks before release and 1 week after release)		
			30 Second Spot/ day
		SET MAX [Mon-Fri] 1600-2000 Hrs	10
		SET MAX [Mon-Fri] 2000-2200 Hrs	5
		SET MAX [Mon-Fri] 2200-2400 Hrs	5
		SET MAX [Sat-Sun] 0700-2400 Hrs	10
		Star Gold [Mon-Fri] 1600-2000 Hrs	10
		Star Gold [Mon-Fri] 2000-2200 Hrs	5
		Star Gold [Mon-Fri] 2200-2400 Hrs	5
		Star Gold [Sat-Sun] 0700-2400 Hrs	10
		Colours [Mon-Fri] 1600-2000 Hrs	10
		Colours [Mon-Fri] 2000-2200 Hrs	5
		Colours [Mon-Fri] 2200-2400 Hrs	5
		Colours [Sat-Sun] 0700-2400 Hrs	10
		Star Plus [Mon-Fri] 1600-2000 Hrs	10
		Star Plus [Mon-Fri] 2000-2200 Hrs	5
		Star Plus [Mon-Fri] 2200-2400 Hrs	5
		Star Plus [Sat-Sun] 0700-2400 Hrs	10
		Sony TV [Mon-Fri] 1600-2000 Hrs	10
		Sony TV [Mon-Fri] 2000-2200 Hrs	5
		Sony TV [Mon-Fri] 2200-2400 Hrs	5
		Sony TV [Sat-Sun] 0700-2400 Hrs	10
		Zee TV [Mon-Fri] 1600-2000 Hrs	10
		Zee TV [Mon-Fri] 2000-2200 Hrs	5
		Zee TV [Mon-Fri] 2200-2400 Hrs	5
		Zee TV [Sat-Sun] 0700-2400 Hrs	10
		DD National [Mon-Fri] 1600-2000 Hrs	10
		DD National [Mon-Fri] 2000-2200 Hrs	5
		DD National [Mon-Fri] 2200-2400 Hrs	5
		DD National [Sat-Sun] 0700-2400 Hrs	10

		<table border="1"> <tr><td>Rishtey [Mon-Fri]</td><td>1600-2000 Hrs</td><td>10</td></tr> <tr><td>Rishtey [Mon-Fri]</td><td>2000-2200 Hrs</td><td>5</td></tr> <tr><td>Rishtey [Mon-Fri]</td><td>2200-2400 Hrs</td><td>5</td></tr> <tr><td>Rishtey [Sat-Sun]</td><td>0700-2400 Hrs</td><td>10</td></tr> <tr><td>Sab TV [Mon-Fri]</td><td>2000-2200 Hrs</td><td>5</td></tr> <tr><td>Sab TV [Mon-Fri]</td><td>2200-2400 Hrs</td><td>5</td></tr> <tr><td>Sab TV [Sat-Sun]</td><td>0700-2400 Hrs</td><td>10</td></tr> <tr><td>& TV [Mon-Fri]</td><td>2000-2400 Hrs</td><td>5</td></tr> <tr><td>& TV [Sat-Sun]</td><td>0700-2400 Hrs</td><td>10</td></tr> <tr><td>Discovery Channel (Mon-Sun)</td><td>1600-2000 Hrs</td><td>10</td></tr> <tr><td>Discovery Channel (Mon-Sun)</td><td>2000-2000 Hrs</td><td>5</td></tr> <tr><td>Discovery Channel (Mon-Sun)</td><td>2200-2400 Hrs</td><td>5</td></tr> <tr><td>BINDASS</td><td>ROS</td><td>25</td></tr> <tr><td>9XM Music</td><td>ROS</td><td>25</td></tr> <tr><td>SONY MIX</td><td>ROS</td><td>25</td></tr> <tr><td>9X JALWA</td><td>ROS</td><td>25</td></tr> </table> <p>TV Spots are to be distributed evenly within each time band.</p>	Rishtey [Mon-Fri]	1600-2000 Hrs	10	Rishtey [Mon-Fri]	2000-2200 Hrs	5	Rishtey [Mon-Fri]	2200-2400 Hrs	5	Rishtey [Sat-Sun]	0700-2400 Hrs	10	Sab TV [Mon-Fri]	2000-2200 Hrs	5	Sab TV [Mon-Fri]	2200-2400 Hrs	5	Sab TV [Sat-Sun]	0700-2400 Hrs	10	& TV [Mon-Fri]	2000-2400 Hrs	5	& TV [Sat-Sun]	0700-2400 Hrs	10	Discovery Channel (Mon-Sun)	1600-2000 Hrs	10	Discovery Channel (Mon-Sun)	2000-2000 Hrs	5	Discovery Channel (Mon-Sun)	2200-2400 Hrs	5	BINDASS	ROS	25	9XM Music	ROS	25	SONY MIX	ROS	25	9X JALWA	ROS	25	
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c.	FM Radio (for 2 weeks before release and 1 week after release)	<table border="1"> <tr><td>Radio Trailer</td><td>0700-1100 hrs</td><td>30</td></tr> <tr><td>Radio Trailer</td><td>1800-2200 hrs</td><td>30</td></tr> <tr><td>Radio Campaign/Talk show/Interview/Songs</td><td colspan="2">As per the plan to be proposed by the bidder.</td></tr> </table> <p>The radio trailers would be broadcast in a mix of FM Stations in Mumbai, Delhi, Kolkata, Ahmedabad, Chandigarh, Lucknow, Patna, Bhopal, Jaipur . Radio trailers to be distributed evenly within each time band.</p>	Radio Trailer	0700-1100 hrs	30	Radio Trailer	1800-2200 hrs	30	Radio Campaign/Talk show/Interview/Songs	As per the plan to be proposed by the bidder.																																									
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d.	Social Media/Web (3 weeks campaign)	<ol style="list-style-type: none"> 1. Major News Portals 2. Creation of a Website with the Title of the film 3. Facebook , Twitter, Instagram, YouTube, Google Advts. 	<p>Websites of First Post, Times of India, Indian Express, Hindustan Times, NDTV etc.</p> <p>The budget for online advertisement is <i>fixed</i> by RSTV at <u>Rs.50 Lakhs</u>, and this will be included by the bidder in the amount quoted in the financial bid.</p> <p>The distribution of online budget spend will be</p>																																																

			decided by the successful bidder in consultation with RSTV.
e.	News Paper advts. (2 Times) (i) One week before Release (ii) On the date of Release	Entertainment supplements of major National Newspapers in Hindi and English (Territory wise)	Half Page Advts. In Page Three in a. Bombay Times, Delhi Times, Lucknow Times, Ahmedabad Times, b. HT City in Mumbai, Delhi, Lucknow, Chandigarh c. Amar Ujala, Bhaskar, Dainik Jagran, Rajasthan Patrika, Punjab Kesari
f.	Magazines (in 2 issues before release)	Major National Film Magazines in Hindi and English	Back Cover Page – two issues Film Trade magazines (at least two), Film Fair, Star Dust
g.	Metro (for 2 weeks)	Metro stations	Total 100 hoardings/banners/slides in Delhi and Mumbai
h.	Railway Stations (for 2 weeks)	Hoardings in front of Major Railway Stations and banners / slides inside major railway Stations	200 hoardings across major stations 1000 banners/ slides inside major stations
i.	Ground/City Tour (beginning 3 weeks before release)	In News Channels, School and Colleges in major cities	Mumbai, Delhi NCR, Kolkata, Ahmedabad, Chandigarh (at least one college/university in each city) News channels: ABP News, AajTak, Zee News, News 24, India TV
j.	Press Conferences (3 weeks before release)		Mumbai and Delhi (one in each city)
k.	Posters/Cards/Standees (2 weeks campaign)	In Major Cities	In Major Malls in Mumbai and Delhi NCR (in at least ten malls in each city, for at least 10 days)

3. Trailer and Publicity material –

The bidder would be required to create Trailer and content for above mentioned publicity plan. Any content or software created for the publicity and promotion plan would require a final approval from Rajya Sabha TV before release.

4. Total Amount Bid : _____

5. Number of marks - The bidder with the lowest bid for the Publicity and Promotion Plan will be given 100 marks. All other bidders will be given marks on a proportionate basis linked to the lowest bidder. The formula will be as under:

$$\text{Marks (I)} = (L/J) * 100$$

Where J = bid amount of any bidder

L = bid amount of lowest bidder

For example – Suppose the lowest bidder bids for Rs.3.00 crore, he will get 100 marks. The next bidder bids for Rs.4.00 crore, he will get $(3/4)*100 = 75$ marks.

Date:

Name & Address of the Agency

**Signature & Seal of the
Agency**