

MINUTES OF THE 16th MEETING OF PROCUREMENT COMMITTEE OF IRDA HELD ON, 18th December,  
2012 IN IRDA, HYDERABAD

Present:

- (i) Shri. A. Krishna Rao - Chairman
- (ii) Shri Randip Singh Jagpal (JD – Non-Life ) - Member
- (iii) Ms. Mamta Suri (JD - SD) – Member
- (iv) Shri R. K. Sharma (CAO) - Convener
- (v) Mr. Prasad Rao Kalayru (DD-Audit & CS) - Secretary

User Departments Invited:

- (vi) Ms. Yegna Priya Bharath – JD(CAD)
- (vii) Ms. KGPL Rama Devi – DD(CAD)

It was noted that all the members of the Committee were present. The items on the agenda were taken up for consideration.

**Item No. 1: Media Plan of Rs. 1,05,10,500/- from e.g. Communications Private Limited for Advertising inside Delhi Metro Trains.**

The JD (CAD) informed the committee that the media plan was designed, in order to address the problem of spurious calls from people, wrongly representing IRDA especially in Delhi and Noida. It was also informed by her that, the Competent Authority had approved in-principle for the advertising and subsequently, the publicity committee approved the media plan.

The Chairman enquired about the term of contract. To which the JD (CAD) informed the committee, that it was proposed to be carried for a period of three months.

JD (NL) has raised a query about the effectiveness of the advertising in metro trains and its impact. To another query on the advertising rates, JD (CAD) informed the committee, that the rates were given by DAVP and comparison of rates was not possible as e.g. communication private limited is the sole agent for the advertising in Delhi metro trains, and therefore no reduction in price was possible.

The Committee recommended negotiation of quoted price with e.g. communications private limited for reduction in the cost of advertising with an overall cap of Rs.1,05,10,500/- exclusive of all taxes. The Committee was of the view that the CAD examine the feasibility of conducting an impact study on the campaign.

**Item No. 2: Ratification of sponsorship of Rs. 25.00 lakhs to Andhra Pradesh Table Tennis Association for World Junior Table Tennis Championships – 2012 being held from December 09-16, 2012 at Gachibowli Indoor Stadium, Hyderabad.**

The proposal had already been approved by the Publicity Committee of IRDA. The Procurement Committee examined the proposal and ratified the same.

*Krishna Rao*  
*M*

*R. K. Sharma*

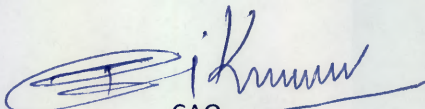
*P. Prasad Rao*

**Item No.3: Proposal of Rs. 35,52,823/- from National Film Development Corporation for advertising through Internet under financial consideration.**

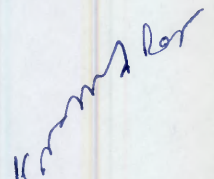
The Committee approved the proposal, to place the order with National Film Development Corporation in line with the recommendations of the Publicity committee with an overall cap on expenditure of Rs.35,52,823/- inclusive of all taxes as may be applicable, subject to negotiation of the rates quoted by NFDC. The committee also recommended that the timing of impressions should coincide with the peak hours on the websites.

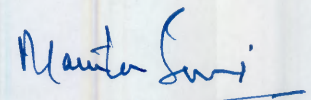
Vote of thanks

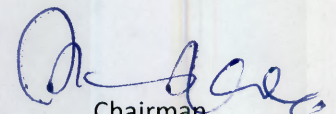
The meeting concluded with a vote of thanks to the Chairman.

  
CAO  
Convener

  
JD (NL)  
Member

  
Secretary

  
JD (SD)  
Member

  
Chairman