

Insurance Regulatory and Development Authority

Subject: Minutes of the ^{27th} ~~26th~~ Procurement Committee Meeting held on 2nd October, 2014-reg.

Item: Campaign through radio for sponsorship of 6 episodes of feedback programme based on the TV serial namely "Satyamev Jayate" starting from 11th October 2014.

A meeting of the Procurement Committee was held on 2nd October, 2014 to consider sponsorship of the above programme. The following members were present during the meeting:

- I. Shri R. K. Nair, Member-IRDA : Chairman
- II. Shri Lalit Kumar, FA: Member
- III. Shri M. Pulla Rao, Sr.JD : Member
- IV. Shri V. Jayakumar, CAO: Member Convenor

2. Leave of absence was granted to Ms. Mamta Suri, Sr.JD who is one of the members of the procurement Committee.

3. The Committee was informed that a proposal was received from All India Radio for sponsoring the above programme. It was informed that AIR will broadcast the programme based on the feedback of the viewers on the TV serial namely "Satyamev Jayate" to be anchored by Sh. Amir Khan. The programme will be broadcast over 24 FM stations, 37 Vividh Bharati Stations and 94 primary/local radio stations of AIR. The programme over Vividh Bharati will be relayed by another 86 local radio stations and 87 transmitters all over India.

4. The timing of Broadcast over each channel will be as below:

Channel	Time
FM Gold Network	1000 Hrs to 1100 Hrs
FM Rainbow Network	1800 Hrs to 1900 Hrs
Identified PC/LRS stations	1100 Hrs to 1200 Hrs
Vividh Bharati National Network	1530 Hrs to 1630 Hrs

5. There are three categories of sponsorship as given below:

Spot Buy	Rs.47,420 for 10 Seconds
Main Sponsorship with 240 seconds FCT	9,11,840/- per episode.
Associate Sponsorship with 120 seconds FCT	5,00,000/- per episode.

6. The above proposal was considered by the CAD and in an attempt to educate consumers against spurious callers/right buying, the proposal was placed before competent authority. The competent Authority has accorded in principle approval for Associate Sponsorship @ Rs. 5 lakh per episode with a Free Commercial Time (FCT) for 120 seconds. The competent Authority has also directed the financial of the proposal to be considered by the procurement committee before entering into an agreement with the Prasar Bharti. Accordingly the proposal was placed before the procurement committee and the same was considered in its 26th meeting held on 2-10-2014. The gist of the discussion held during the meeting is as under:

i) The details of the costs, as given below, were discussed during the meeting:

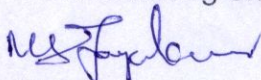
Items	Cost Rs.	Service Tax. @12.36%	Amount (Rs.)
Total cost for 6 episodes# (Cost per episode: 5,00,000 less 15% discount=4,25,000 Service Tax: 52,530 Total per episode: Rs. 4,77,530)	25,50,000	3,15,180	28,65,180
Production cost for two jingles*	30,000	3,708	33,708
Total cost for this campaign	25,80,000	3,18,888	28,98,888

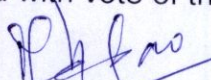
ii) The Committee has agreed for sponsorship @ Rs. 29 lakh (approx) and recommended for sanctioning of the same by the Competent Authority.

iii) The Committee has noted that the programme "Satyamev Jayate" is a very popular TV show on social issues and has been appreciated by public. This programme features Sh Amir Khan who is a renowned personality and the feedback on the programme in which Sh Khan will personally respond to public queries will be broadcasted exclusively on All India Radio/ Prasar Bharati at Pan India level. Thus, the department has gone ahead with the proposal as submitted by the Marketing Division of the Prasar Bharati on nomination basis for buying "Free Commercial Time" of 120 seconds for running IRDA's jingles cautioning the public on spurious calls. The task of giving voice over to the script would also be assigned to the Prasar Bharati. The procedural formalities would be undertaken through the local office of the Prasar Bharati. In view of the above submissions the committee approved the proposal.

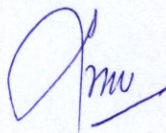
iv) The members have gone through the script for two jingles which was created in House. The Chairman besides appreciating the initiative of the consumer affairs department suggested that more of such initiatives be undertaken in order to instil confidence in the customers to take right decisions as far as buying insurance products and not be misguided.

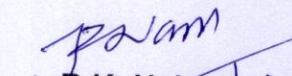
The meeting ended with vote of thanks to the Chair.


M.S. Jayakumar
(CAO)


M. Pulla Rao
(Sr.JD)

Lalit Kumar
(FA)




R.K. Nair 2/10
(Member, IRDA)

Hyderabad

Dated: 2-10-2014