

**INSURANCE REGULATORY DEVELOPMENT AUTHORITY OF INDIA  
HYDERABAD**

5<sup>th</sup> September 2017

Subject: Minutes of the 47<sup>th</sup> Procurement Committee meeting held on 24<sup>th</sup> August 2017 and 5<sup>th</sup> September 2017

Present:

- |  |                   |
|--|-------------------|
| (i) Ms Pournima Gupte, Member (Actuary)  | - Chairperson     |
| (ii) Shri M. Pulla Rao,( ED - General)   | - Member          |
| (iii) Shri P.K.Maiti, (GM - Enforcement) | - Member          |
| (iv) Shri M.S.Jayakumar (CAO)            | - Member Convener |

User Department present:

- (v) Smt KGPL Ramadevi GM (Communications Wing)

Chairperson and Members of the committee were apprised about the agenda item by Communication Wing.

**1. Print Campaign publicizing the “Right Buying – A few Tips” through advertisements**

The agenda item was presented by Communications Wing on 24<sup>th</sup> August 2017 was deferred to 5<sup>th</sup> September 2017 in view of approval of agenda of item by competent authority as mentioned in the note. On 5<sup>th</sup> September 2017 Communications wing apprised the Committee about the Print Campaign publicizing the “Right Buying – A few Tips” through advertisements. The print campaign would be in 16 languages. The original content was cleared by the publicity committee and approved version got translated to other languages. There are certain updations have been made in the advertisement like change of Logo etc.

The campaign will be carried out through the agencies empaneled by IRDAI. The department has prepared a media list for campaign advertisement will be released in English, Hindi and 14 other languages. The estimated amount for the campaign is

approximately Rs 6.51 Crore. The advertisements will be released on Saturdays and Sundays (excluding festival days) for six months.

The Committee recommended the proposal of carrying out print media campaign through advertisements in Newspapers at an approximate cost of Rs 6.51 Crore submitted by the Communications Wing Department.

The meeting ended with vote of thanks to the Chair.



CAO

Member-Convener



GM (Enforcement)

Member



ED (General)

Member



Member (Actuary)

Chairperson