

**INSURANCE REGULATORY DEVELOPMENT AUTHORITY OF INDIA
HYDERABAD**

17th January 2019

Minutes of the 55th meeting of the Procurement Committee held on 17th January 2019

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
- (vi) Smt Mathangi Saritha, AGM - Communications

1. Campaign through Television viz. Doordarshan and NFDC (for Private News and Entertainment Channels)

The Communication Department submitted the agenda and appraised the Committee as follows:

In order to take up Insurance Awareness Campaign through TV through Doordarshan and private channels on all India basis, the department has sought proposals from Prasar Bharati and NFDC. The media plan proposals were placed before Publicity Committee which recommended the proposal in its meeting held on 18th December 2018. The recommended media plan is for telecast of four TVCs, viz. 3 TVCs on spurious calls and one New TVC on importance of Health insurance for a duration of 3 months through Doordarshan and Private News and Entertainment Channels (through NFDC) at estimated cost of Rs. 25.95 crore. Details of media plan and estimated expenditure are summarised below:

a) Doordarshan channels:

Channels	No. of Channels	Duration of the spots in sec	No. of Spots / day	Total No. of Spots / day	No. of days	Estimated cost after 25% discount (in Rs)	Cost for three months (in Rs.)*
DD News	14	30	1	5	30	3,19,27,500	9,57,82,500
DD National		40	1				
DD Urdu		45	3				
Regional languages		30	2	6	30		
		40	1				
		45	3				
*18%GST Extra on Net Amount							

(b) Private News and Entertainment Channels through NFDC:

Channels	Duration of TVC in sec	No. of spots / day	No. of Channels	Total spots / day	No. of days	Cost month (in Rs).	Estimate cost for 3 months (in Rs). *
News Channels	45	2	41	8	30	5,45,67,360	16,37,02,080
	40	1					
	30	1					
Entertainment channels	45	2	22	4	30		
	40	1					
	30	1					
*18% GST Extra on Net Amount							

The estimated cost of the campaign through TV is Rs. 25.95 Cr excluding GST and the payments will be made on actuals.

The Committee recommended the proposal of undertaking awareness campaign through Television viz. Doordarshan and NFDC (for Private News and Entertainment Channels) for 3 months as per the proposed media plan at an estimated cost of Rs 25.95 crore.

2. Campaign through All India Radio and Private FM Channels

The department has sought proposals from AIR and NFDC for broadcasting of three jingles on spurious calls through various radio stations on all India basis for a duration of 6 months (181 days) through All India Radio and Private FM stations (through

NFDC) with an estimated cost of Rs. 17.20 crore (appx). Details of media plan and estimated expenditure are summarised below:

(a) AIR Media Plan:

Media Plan	Name of the Channels	Total No. of stations	Cost for 30sec Rs.	Spots / day	Cost / day	Amount for 181* days in Rs.
Plan -I	FM Rainbow-National & Gold Stations (Metros)	25+4	54,780	6	3,28,680	5,94,91,080
Plan-II	National - Vividh Bharati	42	42,000	6	2,82,960	5,12,15,760
Total						11,07,06,840
After Discount						8,84,54,765
*18%GST Extra on Net Amount						

(b) Private FM Channels through NFDC

No. of FM stations	Period of Campaign	Spots/day	Timings of broadcast	Duration of the jingles	Net amount / month in Rs. (after discount of 15%)*	* Estimated cost / 180 days in Rs.
380	180 days	3each (total 6)	7AM- 11AM 6PM- 11PM	30 sec	1,39,23,306	8,35,39,836
*18% GST Extra on Net Amount						

The estimated cost of the campaign through AIR and FM Channels is Rs. 17.20 Cr excluding GST and the payments will be made on actuals.

The Committee recommended the proposal of undertaking awareness campaign through Radio, viz. AIR and FM channels for 6 months as per the proposed media plan at an estimated cost of Rs 17.20 crore.

General

The Committee observed that the budget allocated for the 12 months period is being spent in the final quarter of the financial year and within 3 months for TV and 6 months for Radio campaigns. The Committee also felt that instead of campaign during shorter period, it should be staggered throughout the year for better results. The Communication Department informed that the activities for production of TVCs and selection of vendor were taken up in the beginning of the financial year, however, the process has taken time. The department assured that the campaign activities will be

commenced in time during the next financial year and that the campaigns would be planned in such a way for spreading them out throughout the financial year.

The meeting concluded with vote of thanks to the Chair.



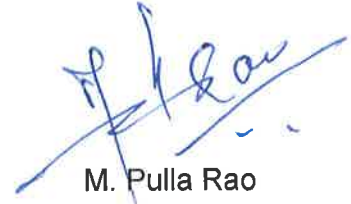
M.S. Jayakumar

Member-Convener



P.K. Maiti

Member



M. Pulla Rao

Member



Ms Pournima Gupte

Chairperson