

**Insurance Regulatory and Development Authority of India**

**Hyderabad**

1<sup>st</sup> November, 2017

Sub.: Minutes of the 48<sup>th</sup> Procurement Committee meeting held on 31<sup>st</sup> October 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 – Communication)

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

**Insurance Awareness Campaign through Electronic Media-AIR/Private FM Radio Channels**

It was informed by the department that the competent authority has approved to have one more iteration of IRDAI Awareness programme in the form of Radio jingles which was on air earlier through All India Radio (AIR) and Private FM Channels for a period of 181 days. Vide email dated 26.09.2017, the department sought the media plan for jingles, each of 30 sec. time duration with an estimated budget of Rs.5 crore each from NFDC (for private FM channels) and AIR separately.

1. In response, vide email date 10.10.2017 the NFDC has submitted the media plan for Private FM channels as under:

Sl. No	Number of stations/ channels	Duration of each Jingle	Total spots / day	Estimated budget for 6 months (in Rs.)
1	232	30 sec	2 spots on each channel	4,99,96,942/-

It was observed that the NFDC has selected all FM channels of each location/station and each channel with 2 spots per day. The spots are allotted in prime time. With this media plan, we are getting minimum of 4 spots and maximum of 16 spots depending on the number of FM channels available on the location/station.

2. Along with Private FM channels, to air jingles in All India Radio which is a Government organization, the department has sought the media plan from AIR for a period of 6 months. The media plan submitted starts with spots buy rate for 10 sec. duration.

Name of the channel	Total No. of channels	Cost per 10 sec (Rs.)	Spots / day	Cost/ Day (Rs.)	Amount for 30 days (Rs.)	Amount for 181 days (Rs.)
Local FM Stations across the country	82	330	12	324720	9741600	5,87,74,320 (-) 12% Bulk disc. <u>70,52,918</u> 5,17,21,402 (-) 15% Discount to Govt. Depts. <u>77,58,210</u> 4,39,63,192 (+) CGST @ 9% <u>39,56,687</u> (+) SGST @ 9% <u>39,56,687</u> <u>5,18,76,566</u>


The total estimate for 6 months (181 days) in All India Radio is Rs. 5,18,76,566/- including 18% GST. AIR will provide equal number of free spots during non-prime time.

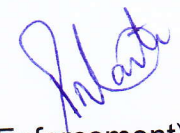
Based on the above data, it was submitted by the department that IRDAI may broadcast 6 jingles for a period of six months (period 181 days) as per the media plan at an estimated cost of Rs. 5,18,76,566/- in AIR.

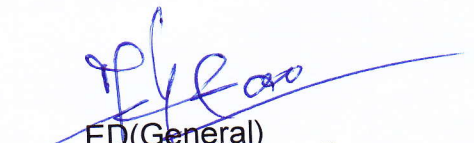
3. The estimated budget of the entire Radio campaign (AIR + Private FM channels) for a period of 181 days would be Rs. 10.19 crore including taxes which is within the overall budget of Rs. 62 crore. It was informed that the media plan was approved by Publicity Committee in its meeting held on 24<sup>th</sup> October 2017. The accounting aspect for the cost of the campaign for the period beyond 31.03.2017 was also appraised.


4. The Committee recommended the proposal of Communication Wing to broadcast radio jingles at an estimated cost of Rs. 10.19 crore.

The meeting ended with vote of thanks to the Chair.

  
 CAO  
 Member-Convener

  
 GM (Enforcement)  
 Member

  
 ED (General)  
 Member

  
 Member (Actuary)  
 Chairperson