

**INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY OF INDIA
HYDERABAD**

Minutes of the 60th meeting of the Procurement Committee held on 4th April, 2020

Sub: Insurance awareness campaign through DD

In view of the current lock down due to Corona Virus, the agenda submitted by Communication Wing was circulated to Members through mail and views/observations were also received through mail. The details submitted by Communications Wing are as follows:

2. It is proposed to take up insurance awareness campaign by way of telecasting of four TVCs developed by IRDAI through sponsorship of Epic Serials viz. *Ramayan* in DD National and *Mahabharat through DD Bharati*. Looking into the viewership during this time, it is proposed to telecast the following four TVCs each one of which is of 45 sec. duration for a period of 13 days/26 episodes.

1. Life Insurance
2. Property Insurance
3. Third Party Insurance
4. Health Insurance

3. Initially the proposal was offered on sponsorship basis but now, due to increasing demand, the same was withdrawn and the commercial time is being offered as spot rates. In this regard, it is proposed to buy spot rate for 90 sec. for next 13 days for telecast of four TVCs. Based on the total duration, out of 26 slots of 45 secs duration, health and life insurance to be aired 8 times and property and motor insurance to be

aired 5 times each, changing alternatively starting from the date of telecast. The detail of cost of the proposal is submitted below:

| Name of Channel | Name of the programme | Timings | Cost per 10 sec. Rs. | Cost per 90 Sec /day Rs. | Cost for 13 days Rs. |
|-------------------|-----------------------|-----------------------|----------------------|--------------------------|----------------------|
| DD-National | Ramayan | 9AM-10AM 9PM- 10PM | 65,000 | 5,85,000 | 76,05,000 |
| DD-Bharati | Mahabharat | | 10,000 | 90,000 | 11,70,000 |
| Gross Total | | | | | 87,75,000 |
| Less 15% discount | | | | | 13,16,250 |
| Net Total Cost | | | | | 74,58,750 |

4. The Committee noted the submissions and since the agency is a Government Department, the telecast rates are determined and 15% discount is also offered to IRDAI, recommend to take up the campaign at an estimated cost of Rs.74,58,750/- exclusive of GST.

sd
M.S.Jayakumar
Member-Convener

sd
P.K. Maiti
Member

sd
M. Pulla Rao
Member

sd
K.Ganesh
Chairperson