

**INSURANCE REGULATORY DEVELOPMENT AUTHORITY OF INDIA
HYDERABAD**

30th January 2017

Subject: Minutes of the 44th Procurement Committee meeting held on 30th January 2017

Present:

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| (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 Anita Josyula, (DGM – Communication Wing)

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

1. Insurance Awareness Campaign through Electronic Media – AIR/Private FM Radio Channels

It was apprised by the department that it has taken up the task of undertaking the campaigning with radio jingles through both Prasara Bharathi and private channels. The proposal was approved by Publicity Committee in its meeting held on 14th December 2016.

The department has sought the media plan for private FM channels from Directorate of Advertisement and Visual Publicity (**DAVP**) and National Film Development corporation of India (**NFDC**) for jingles, each 30 sec time duration for 8 spots per day for one month with tentative budget.

1. In response, DAVP has submitted the media plan for Private FM and the summary of the estimated cost is as below:

Amount in Rs.in Crores						
S.No	Number of stations	Duration of Each Jingle	total spots / day	estimated cost/month	estimated cost/6months	
1	137	30sec	8 spots	1.3261	7.9563	

In a few stations the DAVP is giving more than 8 spots per day and few station only 6 spots are available. In the media plan 6 spots are allotted in prime time and 2 spots

are in non -prime time. Each location they have selected 2 stations which are in top 2 position in the specified location.

2. NFDC (**National Film Development Corporation** of India) has submitted the media plan for private FM channels and the summary of the estimated cost is as below:

Amount in Rs.in Crores					
S.No	Number of stations	Duration of Each Jingle	total spots / day	estimated cost/month	estimated cost/6months
1	144	30sec	8 spots	1.3758	8.2549

3. Along with Private FM channels, the department has sought the media plan from Parasara Bharati for a period of 6 months. The media plan is as below:

Media Plan	Name of the channels	Total No. Of Channels	Cost 10sec Rs.	Cost 30sec Rs	Spots per day	Cost/day (Rs.)	amount for 30 days (Rs.)
Plan -I	FM Rainbow- National	20+4	15,480	46,440	4	1,85,760	55,72,800
Plan-II	National-Vividh bharati	42	14,000	42,000	4	1,68,000	50,40,000
Plan-III	(i) Air-National News (English/Hindi)	63	9,000	27,000	2	54,000	16,20,000
	(ii) Group I II III						
	(iii) Group V & Local station	63	18,000	54,000	2	1,08,000	32,40,000
	(iv) Radio stations	(61+82) 143	6,000	18,000	2	36,000	10,80,000
Total							1,65,52,800

The total estimate for 6 months in All India Radio Rs. 9.9317 Crores with the following features:

- AIR will provide equal number of free spots during non-prime time as in Plan I & II.
- Paid spots will be broadcast between 7AM and 11 AM and 7 PM and 11 PM bonus spots will be during 11AM and 5 PM and 11 PM and 7AM
- Plan III Cover only 2 spots which will be broadcast before National News @ 7.55 AM and mid break spot in the morning national news.
- In the proposal, it is mentioned that a flat rate of 15% discount is allowed in all plans to Govt/PSU clients.

- e. In addition, AIR offers bulk discount upto 11% at various scales depending on the duration of campaign with min of 181 days. (more than 6 months)

1. Vide letter of 09th January, 2017 Prasara Bharathi informed that there is broadcast of special programme "Sandesh 2 soldiers" over All India Radio including 20FM Rainbow Stations and 89 Primary Channels/Local stations across India. The programme has started from 15th January ,2017 **every Sunday** between 3 PM and 4 PM. Rate package for the same is as under: -

Main Sponsorship (20Episode): Rs.20 lakhs Free Commercial Time(FCT):2000 Sec

Associate Sponsorship (20 Episode) : Rs.15 lakhs FCT :1400/Sec Spot Rate per 10 sec: Rs. 12000/-.

The department recommended that

- a. IRDAI may broadcast 6 jingles for a period of six months period i.e. 181 days as per the media plan (Estimated cost Rs. 9.9317 Crores - discounts+ taxes) in All India Radio(AIR)
- b. IRDAI may broadcast 6 jingles for a period of 6 months through DAVP with estimated cost of Rs. 7.9626 Crores which covers 137 stations average of 8 spots per day

Or

IRDAI may broadcast of 6 jingles for a period of 6 months through NFDC with estimated cost of Rs. 8.2549 Crores which covers 144 stations 8 spots per day.

- c. IRDAI broadcast jingles in All India Radio in the special programme " Sandesh 2 Soldiers" as Associate Sponsor for Rs 15 lakhs.

Both DAVP and NFDC are government organizations and per spot rates are the same and fixed in both the organizations. However, it is recommended to broadcast the jingles through **NFDC** for the following reasons:

1. NFDC covers all the 8 spots during the prime time slot whereas DAVP is covering only 6 spots during the prime time slot

2. The top 2 channels selected by NFDC are based on latest RAM rating whereas the DAVP selection is based on the analysis done in the year 2012.
3. More importantly, the NFDC is ready to provide the following additional services, which will not be given by DAVP:
 - Pre logs and report of each stations in support of the broadcast of the spots
 - Broadcast certificate along with invoices
 - Broadcast certificate will be verified and certified by an independent agency
 - DVD duplications and Archival of spots
 - Any other creative and broadcast services IRDAI requires

Also, broadcast the jingles in the special program of 20 episodes on AIR – “Sandesha to Soldiers” along with the regular broadcast on AIR for a period of 6 months.

Total cost for broadcasting the jingles along with the said special episode as Associate Sponsor comes to Rs. 18.3366 Crores, which is within the approved budget of Rs. 30 crores.

The deliberations of the Committee are recorded below:

1. The Committee observed the following:
 - a. The media plan has been approved by the Publicity Committee
 - b. The proposal has already been approved in-principle by Chairman
 - c. The vendors are a Government department and
 - d. It is single vendor/ nomination and the rates are fixed by DAVP
2. The Committee recommended the proposal submitted by the department as follows:
 - a. IRDAI may broadcast 6 jingles for a period of six months (period 181 days) as per the media plan (Estimated cost Rs. 9.9316 Crores - discounts+ taxes) in All India Radio(AIR)

- b. IRDAI may broad cast 6 jingles for a period of 6 months through NFDC with estimated cost of Rs. 8.2549 Crores which covers 144 stations 8 spots per day.
- c. IRDAI broadcast jingles in All India Radio in the special programme "Sandesh 2 Soldiers" as Associate Sponsor for Rs 15 lakhs

3. The Channel priority shall be as per the current rating which has been recommended by NFDC.

The meeting ended with vote of thanks to the Chair.



CAO
Member

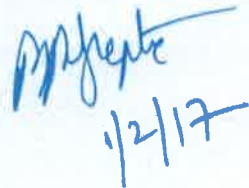


GM (Enforcement)
Member



ED (Gen)
Member

Member (Actuary)
Chairperson



1/2/17