

**INSURANCE REGULATORY DEVELOPMENT AUTHORITY OF INDIA
HYDERABAD**

4th April 2018

Minutes of the 52nd Procurement Committee meeting held on 4th April 2018

Present:

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

User Department present:

- (iv) Smt KGPL Ramadevi, (GM - Communications)

Leave of absence granted to Shri P.K. Maiti, (GM- Enforcement) -Member

Chairperson and Members of the Committee were apprised*about the agenda item by Administration Department.

1. Production of TVC on Health Insurance

It was apprised by the Communication Wing that the department sought the themes and concepts from all the seven empaneled agencies for production of TVCs. The following agencies were shortlisted for submission of quotations for production of TVC on Health Insurance and the details of the financial bids submitted by these agencies are as under:

S.No	Name of the applicants	Theme / concept	Cost of TVC in Rs.
1	Astral Advertising & Marketing India Pvt. Ltd.,	Insurance Saath Dega	20,15,000
2	Gold Mine Advertising Ltd.,	Sabse Pehle	14,78,000

The department clarified that the rates quoted are inclusive of translation into 10 languages and exclusive of applicable taxes.

The department stated that M/s. Gold Mine Advertising Ltd. is the L1 for making TVC on Health Insurance for a duration of 40 seconds and the cost includes the cost of translation in to 10 languages.

The Committee agreed to the recommendation of Communication Department to award the production of TVC on Health Insurance to M/s. Gold Mine Advertising Ltd who is the L-1 bidder at their quoted price of Rs 14,78,000/- inclusive of cost of translation into 10 languages + applicable taxes.

M.S. Jayakumar

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Member-Convener

M. Pulla Rao
5/4/18

M. Pulla Rao

Member

P. Gupte
5/7/18

Ms Pournima Gupte
Chairperson