

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

19th March 2021

Minutes of the 65th meeting of the Procurement Committee held on 19th March 2021

Present:

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| (i) Shri K. Ganesh, Member-Life | - Chairperson |
| (ii) Shri Randip Singh Jagpal, CGM (Intermediaries) | - Member |
| (iii) Shri P.K. Maiti, GM-Enforcement | - Member |
| (iv) Shri M.S.Jayakumar, CAO | - Member Convener |

User Department present:

(vi) Smt. J. Meenakumari	CGM (Inspection)	Item No 1
(vii) Shri D L N Murthy	Manager (Admin)	
(viii) Smt. K G P L Ramadevi	GM (Communication)	Item No 2,3 & 4
(ix) Smt. Mathangi Sarita	AGM (Communication)	

1. Supply of manpower for IRDAI, New Delhi Regional Office

This agenda was discussed in the 62nd meeting of Procurement Committee held on 22nd January 2021 and it was decided that the Administration Department will request the vendors to confirm the statutory payments including basic rates prescribed by Labour Department, Gazette Notification, NCT of Delhi will be paid by them, where the rates quoted are lower than the minimum rates. However, no change in revision of the prices quoted will be allowed.

Administration Department informed the Committee that the mail regarding confirmation was sent to the vendors and none of the vendors agreed to comply fully with the terms and conditions of the price bid submitted and the minimum wages payable. It was submitted by the Department that since the minimum rates payable is the common element, the administrative charges quoted by vendors only may be taken into consideration for arriving at the L1 bidder. The Committee reiterated that Administration Department in the earlier meeting informed the Committee that no

change in revision of the prices quoted will be allowed. Considering the Tender document issued and quotes submitted by the bidders and all the 4 vendors have deviated in one or the other item of minimum requirements, it is recommended that fresh tender may be called for supply of manpower for IRDAI, New Delhi Regional Office.

2. Electronic Campaign (TV): Media plan for TV Campaign on Spurious callers

Communication Department apprised the Committee on 3 TVCs on spurious callers viz. 1. Policeman (40sec) 2. Sharmaji (30sec) 3. Cafeteria (45sec) which were already telecasted in 11 languages. These TVCs were created in 2015 and it is still relevant to telecast these TVCs as spurious calls menace is still continuing.

The Committee deliberated on this matter and recommended as follows:

No. of Channels	Spots /days	Duration of TVC in sec	*Cost for 15days In Rs	TVC
166	Min 3 / day	30 sec	1,58,46,650	Sharmaji
217	Min 3 / day	45 sec	1,74,84,460	Cafeteria

*18% GST extra on net amount

It was also suggested that in order to derive optimum benefit out of TVCs, the three slots in a day shall be 7 to 8 AM, 12.30 to 1.30 PM and 7 to 9 PM. It was suggested by the Committee that instead of spreading the campaign for 30 days with each advertisement for 15 days, both advertisements may be run simultaneously for a period of 15 days.

3. Insurance Awareness Campaign through FM/AIR

Communication Department appraised the Committee that based on the feedback given by Publicity Committee on Jingles and in consultation with functional departments, new jingles of 40sec duration were created covering the four topics namely; Standard Health, Standard Life, Standard Housing and Motor TP. The suggestions given by Publicity Committee were taken into consideration while finalizing the Jingles. The following proposal was placed before the Procurement Committee for approval.

NFDC and All India Radio for radio campaign.

i) FM Media Plan for private channels (through NFDC):

No. of FM stations	Period of Campaign	Spots/day	Timings of broadcast	Duration of the jingles	Net amount / month in Rs **	Estimated cost /180 days in Rs.*
311	180 days	2 or more	7AM- 11AM 6PM- 11PM	40 sec	1,55,92,517	9,35,55,105
*18% GST Extra on Net Amount ** Net of 15% discount						

ii) All India Radio media plan (through Prasar Bharati):

Name of the Channels	Total No. of stations (A)	Spots / day (B)	Cost / day (C)	*Amount for 181 days D =C*181*A (In Rs)
FM Rainbow- National	25	4	9,152	4,14,12,800
Local Radio Stations	40	4	8560	3,87,19,520
PC AIR Station	5	4	1280	57,63,040
National-Vividh Bharati	25	4	5,600	2,53,68,960
Total	95		Gross Amount	11,12,64,320
Less: Bulk Booking Discount @ 12%				1,33,51,718
Amount after the Bulk Booking Discount				9,79,12,602
Less: Director Booking Discount @ 15%				1,46,86,890
Net Amount *				8,32,25,712
*18% GST Extra				

The total estimated cost for radio campaign in Private FM and All India Radio would be around Rs. 17.68 Cr for a period of 181 days.

Committee agreed to the recommendations of the Communication Department to broadcast the Radio Jingles in AIR and private channels at an estimated cost of Rs 17.68 crore + taxes for Private FM Channels (180 days) and All India Radio (181 days).

4. Electronic campaign through Television (“L- bands’ and “Aston bands”)

Communication Department apprised the Committee that media plans on consumer education over DD News Channels for telecast of “L- bands’ and “Aston bands” which are more economic and appropriate to give wide publicity on consumer education on long term basis. The words in the band are limited to 20 words to have better visual impact of the campaign. “L- band” and “Aston bands” will be pushed through during

telecast of news Bulletins over DD news Channel. It is proposed to use the images of 2014 IRDAI calendar and slogans for this Campaign after carrying out necessary changes suggested by the Publicity Committee.

The details of a media plan for a period of 30 days is furnished below:

S.No	Details	Prime Time	Duration	No. of insertions	Rate for 10sec	Chagres /day	Estimate cost for 30 days
1	L-Band	6.30PM to 11.30 PM	10 sec	10	5,000	50,000	15,00,000
		7.00 AM to 6.30 PM	10 sec	10	2,500	25,000	7,50,000
2	Astons Band	6.30PM to 11.30 PM	10 sec	10	5,000	50,000	15,00,000
			10sec	10	2,500	25,000	7,50,000
Gross Amount							45,00,000
Less: discount @15%							6,75,000
* Net Amount							38,25,000
*18% GST extra)							

Committee agreed to the recommendations of the Communication Department to carry out electronic campaign through Television ("L- bands' and "Aston bands) for a period of 30 days at an estimated cost of Rs. 38,25,000 + taxes.

The meeting concluded with vote of thanks to the Chair.



M.S. Jayakumar
Member-Convener



P.K. Maiti
Member



Randip Singh Jagpal
Member



22/3/2021

K. Ganesh
Chairperson