



भारतीय रिज़र्व बैंक/ Reserve Bank of India
संचार विभाग/ Department of Communication

**Releasing advertisements under Public Awareness Campaigns
during 'Integration with Kids related programs'**

Department of Communication (DoC) invites financial bids from empanelled advertising agencies for Public Awareness Campaign (PAC) for releasing advertisements during **'Nickelodeon'** through **'Integration with Kids related programs'**.

The details of the proposed plan are given below:

TV						
Channel	Entitlement Head	Number of creatives	Dur (seconds)	Exposures/day	# Days	Total FCT (seconds)
Nick	30 secs creative on Nick Channel	6	30	12	60	21600
	Aston on Nick Channel	1	0	4	22	88
	10 secs creative on Nick Channel - #RBISmartSquad	4	10	8	45	3600
						25200
Sonic	30 secs creative on Sonic Channel		30	12	60	21600
	Aston on Sonic channel		0	4	22	88
	10 secs creative on Sonic Channel - #RBISmartSquad		10	8	45	3600
						25200

Details:

- i. 43,200 FCTs, i.e. 21,600 FCTs each in 'Nick' and 'Sonic' channels with 6 creatives (30 seconds duration) produced by Nickelodeon, for 60 days with 12 exposures per day on each channel.
- ii. 176 FCTs, i.e. 88 FCTs each in 'Nick' and 'Sonic' channels with 1 Aston band for 22 days with 4 exposures per day on each channel.
- iii. 7,200 FCTs, i.e. 3600 FCTs each in both 'Nick' and 'Sonic' channels with 4 creatives (10 seconds duration) under '#RBISmartSquad' produced by Nickelodeon, for 45 days with 8 exposures per day on each channel.



Social Media & YouTube Channel		
Entitlement Head	Entitlements	Units/Days
Nick & Sonic Social (Facebook/Instagram)	Creatives (30 secs & 10 secs) will be shared on social media pages (IG & FB)	45
Promos on NICK & Sonic Youtube Channels	10 sec creative on youTube (Nick India & Sonic Gang)	45

Details:

- Total 10 creatives (6 of 30 seconds and 4 of 10 seconds) will be posted and shared on Facebook and Instagram handle of both Nick and Sonic channel for 45 days
- Total 3 Promos creatives will be shared on YouTube channels of Nick and Sonic for 45 days

OTT Platform - JioCinema					
Promotion Plan 4 weeks	Entitlement Head	Position	Entitlements	Units/Days	Dur
OTT Platform - JioCinema	Video Inventory on AVOD Kids Content	App: Mid Roll	3.0 M	Video	20
		CTV:Mid roll	1 M	Video	20

Details: Promotion for 4 weeks with 1 creative of 20 second duration

- Mobile- 3 million target
- Connected TV- 1 million target

Important Dates

Tender Start View Date: Friday, December 27, 2024 at 1200 hrs

Bid Start Date: Friday, December 27, 2024 at 1230 hrs

Bid Close Date: Thursday, January 02, 2025 at 1430 hrs

Bid Opening Date and Time: Thursday, January 02, 2025 at 1445 hrs

TERMS AND CONDITIONS

Please note that no physical bids will be accepted. All the bids must be submitted through MSTC portal (<https://www.mstcecommerce.com/RBI>) against event number **(RBI/DoC-Central Office Departments/Others/26/24-25/ET/693)** only.

Agency will be shortlisted on the basis of L1 (including net media cost, agency commission and applicable taxes) and should bid strictly for the plan and in format given in the tender document. The participating agencies are required to submit the Net Media Cost, Agency Commission and applicable taxes separately in the E-tender. Failure to do so will result in rejection of bid of the particular agency.



Once an advertising agency is shortlisted, the agency is required to execute the work without fail. The shortlisted agency is required to release the spots strictly as per the plan given in the tender document. Failure to do so will result in appropriate action being taken against the erring agency.

The winning bidder will have to furnish a Bank Guarantee amounting to 10% of the Work Order amount (excluding agency commission and applicable taxes).

Reserve Bank of India reserves the right to amend the proposed plan. In such a situation, a fresh e-tender shall be uploaded on the MSTC portal (<https://www.mstcecommerce.com/RBI>) with necessary changes/corrections and the agencies will be required to re-bid.

TDS and TDS under GST will be deducted as per applicable rate.

Clarifications, if any, may be sent via email to nbasumatary@rbi.org.in and darshann@rbi.org.in

The advertising agencies should treat all documents, information, data and communication of and with the Bank as privileged and confidential.

Empanelled advertising agencies shall not, without Bank's prior written consent, disclose any specification, plan, sample or information or data or drawings/designs furnished by or on behalf of the Bank to any person other than a person employed by the agency in the performance of the work.

Disclosure to any such person employed by the agency shall be made in utmost confidence and should extend only as far as may be necessary and relevant for the purpose of such performance.

We will appreciate a confirmation regarding the participation in tender. If we do not get a reply, it will be construed that the agency is not interested in participating in the tender. In such a case, RBI will be constrained to take appropriate action against the non-participating agencies.

Please find the below updated contact details of MSTC Mumbai Centralized helpdesk for vendors:

033 40645207, 033 40609118, 033 40645316, 033 22901004 and 033 22895064.

The bidders can also submit their issues vide e-mail at helpdesk@mstcindia.co.in

Helpdesk at MSTC Mumbai for vendors 022-22870471/22886266

Ms. Archana Juneja, Asst. Mgr.

Mobile no.-9990673698

Email id-archana@mstcindia.co.in



Ms. Rupali Pandey, Asst. Mgr.

Mobile no.-9458704037

Email id-rpandey@mstcindia.co.in

Mr. Abhishek Kr. Kanaujia, Executive

Mobile no.-9953089772