



## भारतीय रिजर्व बैंक/ Reserve Bank of India

संचार विभाग/ Department of Communication

### Releasing advertisements under Public Awareness Campaigns during 'KBC 2024'

Department of Communication (DoC) invites financial bids from empanelled advertising agencies for Public Awareness Campaign (PAC) for releasing advertisements during 'KBC 2024' on 'Sony TV' (TV) and 'Sony LIV' (Digital).

The details of the proposed plan are given below:

#### A. TV:

Category	Day	Time	Episodes	Total FCT
Kaun Banega Crorepati SD Original (Sony TV)	Mon-Fri	2100-2300	100	7380
Kaun Banega Crorepati HD Original (Sony TV)	Mon-Fri	2100-2300	100	7380
Kaun Banega Crorepati SD Repeat (Sony TV)	Mon-Sun	0800-1800	100	14760
Kaun Banega Crorepati HD Repeat (Sony TV)	Mon-Sun	0800-1800	100	14760
Weekend Impact Show SD (Sony TV)	Sat-Sun	1900-2400		3810
Weekend Impact Show HD (Sony TV)	Sat-Sun	1900-2400		3810
Weekday Impact Show SD (Sony TV)	Mon-Fri	2100-2400		1620
Weekday Impact Show HD (Sony TV)	Mon-Fri	2100-2400		1620
Core Prime Time RODP SD (Sony TV)	Mon-Fri	1800-2400		5550
Core Prime Time RODP HD (Sony TV)	Mon-Fri	1800-2400		4680
RODP Sony SD (Money Kumar Slate)	Mon-Sun	0800-2400		5820
RODP Sony HD (Money Kumar Slate)	Mon-Sun	0800-2400		5820
Core Prime Time SD (Sony Pal)	Mon-Sun	2000-2100		990
Core Prime Time SD (Sony Pal)	Mon-Sun	1900-2400		720
Core Prime Time SD (Sony Max)	Mon-Fri	1700-2400		930
Core Prime Time SD (Sony SAB)	Mon-Fri	1900-2400		930
Total FCT				<b>80,580</b>

#### Value additions:

Further, the channel has offered the following as value additions (without any additional expense - in form of integrations) as a part of their package:

- Shri Amitabh Bachchan, host of the show will talk about 90 Years of RBI in the country in KBC launch episode and give a prelude to the upcoming nine special messages which signifies RBI's nine decades in the country.
- To celebrate RBI's 90 Years of existence in KBC, Shri. Amitabh Bachchan talks about nine special messages, representing each decade and how RBI has created significant impact on building Indian financial system. This will be spread across season in a planned manner. Details to be given by RBI.



- iii. The Host (Shri Amitabh Bachchan) will talk about safe banking tips 50 times during lifetime (KBC Season) of the show” (For example: - Not sharing OTP number or Bank PIN Number with unknown person) "This will have Money Kumar or Miss Money exposure at the end of every message where in Shri Bachchan will acknowledge Mr. Money Kumar or Miss Money on the screen.
- iv. The Host (Shri Amitabh Bachchan) will talk about safe banking tips five times (KBC Season) during the life of the show” (For example: - Not sharing OTP number or Bank PIN Number with unknown person), This will have "Money Kumar or Miss Money exposure at the end of every message where in there will be a short verbal interaction between Money Kumar or Miss Money & Shri Amitabh Bachchan".
- v. 35 Dynamic Aston Bands.
- vi. In one Integration in our kids singing talent show, we take the kids to RBI museum and showcase their experience in the museum in one of the episodes.
- vii. Demystifying RBI (RBI Ko Jaano):
- a) RBI Ko Jaano informative piece three times during the season by Shri Amitabh Bachchan
- b) RBI Ko Jaano informative slate by Money Kumar (Post Produced) on the channel (From the Deal FCT)
- viii. One special KBC episode with RBI cricketers wherein they come in the show for game play & in between through conversation with Shri Bachchan bring in awareness about safe banking & financial awareness
- ix. One integration on our top Singing reality Show - Indian Idol.
- x. Financial awareness messaging to be integrated once in Sony TV's fiction show
- xi. One integration in our business reality show during the association period

## B. Digital:

Element	Classification	Property	Association Type	Estd. Impressions (mn)
KBC Hindi	Video Inventory - Live on Play Along + LIVE TV on SonyLIV + VOD	Pre-rolls+ Mid rolls 30 sec	Inventory on SonyLIV's airing of KBC Hindi on Mobile+Web	34.26
	Video Inventory - Connected TV	Pre-rolls+ Mid rolls 30 sec	Inventory on SonyLIV's airing of KBC Hindi on Connected TV	15



KBC Hindi	Second Screen Integration on Play along	Bonus Questions- 1 Per Episode (100 Questions as per number of episodes)		
	Astons	35 Astons in the full season		
	Sponsored Branded VOD	RBI- Jankar Baniye Moments - All association videos with Mr. Bachachan to be hosted under this playlist		
Indian Idol/India's Best Dancer	Video Inventory	Pre-rolls+ Mid rolls 30 sec	Inventory on SonyLIV's airing of Indian Idol/India's Best Dancer on Mobile+Web	6
Tarak Mehta/Wagle ki Duniya/Baalveer	Video Inventory	Pre-rolls+ Mid rolls 30 sec	Inventory on SonyLIV's airing of Tarak & Wagle on Mobile+Web	6
Sponsorship Entitlements	Marketing Promotions	Show Promotions	Across Marketing	Across Marketing
		Social Media Promotion	Twitter, Instagram & Facebook Posts (As per plan)	Across Marketing
<b>TOTAL DEAL IMPRESSIONS</b>				<b>61.26</b>

**Important Dates**

Tender Start View Date: **Tuesday, July 02, 2024 at 1530 hrs**

Bid Start Date: **Tuesday, July 02, 2024 at 1545 hrs**

Bid Close Date: **Monday, July 08, 2024 at 1200 hrs**

Bid Opening Date and Time: **Monday July 08, 2024 at 1215 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/7/24-25/ET/137)** 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

The Reserve Bank of India has appointed Independent External Monitors (hereinafter referred to as Monitor) under Integrity Pact. Shri Nageshwar Rao Koripalli, Retd. IRS,38, The Trails, Manikonda, R.R. District, Hyderabad-500089 and Shri Pramod Shripad Phalnikar, Retd. IPS, A-2,602 Phase-I, Aditya Shagun, CHS, NDA- Pashan Road, Bavdhan, Pune, Maharashtra-411021.

Emails of Independent Monitors are as under:

[knageshwarrao@gmail.com](mailto:knageshwarrao@gmail.com)

[pramodphalnikar@gmail.com](mailto:pramodphalnikar@gmail.com)

Clarifications, if any, may be sent via email to [nbasumatary@rbi.org.in](mailto:nbasumatary@rbi.org.in) and [darshann@rbi.org.in](mailto: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](mailto:helpdesk@mstcindia.co.in)



Helpdesk at MSTC Mumbai for vendors 022-22870471/22886266

Ms. Archana Juneja, Asst. Mgr.

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