



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

Release of Advertisements – Calling for bids through E-tendering

Department of Communication (DoC) intends to release advertisements in leading newspapers (details attached) in the month of August 2024.

The details of the proposed advertisement are given below

| S.N | Name of the Newspapers | Language | Edition | Width | Height | Total Size (sqcm) |
|-----|---------------------------|----------|------------------------------|-------|--------|-------------------|
| 1 | Hindustan Times | English | Delhi+Mumbai | 12 | 8 | 96 |
| 2 | Mint | English | Delhi+Mumbai+kolkata+Chennai | 12 | 8 | 96 |
| 3 | The Hindu | English | Delhi+Mumbai+kolkata+Chennai | 12 | 8 | 96 |
| 4 | Navbharat Times | Hindi | Delhi | 12 | 12 | 144 |
| 5 | Hindustan | Hindi | Delhi | 12 | 12 | 144 |
| 6 | Punjab Kesari | Hindi | Delhi | 12 | 12 | 144 |
| 7 | Dainik Jagran | Hindi | Delhi | 12 | 12 | 144 |
| 8 | Dainik Bhaskar | Hindi | Delhi | 12 | 12 | 144 |
| 9 | Navabharat | Hindi | Mumbai | 12 | 12 | 144 |
| 10 | Navbharat Times | Hindi | Mumbai | 12 | 12 | 144 |
| 11 | Dainik Bhaskar | Hindi | Mumbai | 12 | 12 | 144 |
| 12 | Pratahkal | Hindi | Mumbai | 12 | 12 | 144 |
| 13 | Prabhat Khabar | Hindi | Kolkata | 12 | 12 | 144 |
| 14 | Sanmarg | Hindi | Kolkata | 12 | 12 | 144 |
| 15 | Rajasthan Patrika | Hindi | Kolkata | 12 | 12 | 144 |
| 16 | Vishwamitra | Hindi | Kolkata | 12 | 12 | 144 |
| 17 | Rajasthan Patrika | Hindi | Chennai | 12 | 12 | 144 |
| 18 | Dakshin Bharat Rashtramat | Hindi | Chennai | 12 | 12 | 144 |
| 19 | Sangbad Pratidin | Bengali | Kolkata | 12 | 8 | 96 |
| 20 | Bartaman | Bengali | Kolkata | 12 | 8 | 96 |

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|----|---------------|---------|---------|----|---|----|
| 21 | Dinamalar | Tamil | Chennai | 12 | 8 | 96 |
| 22 | Daily Thanthi | Tamil | Chennai | 12 | 8 | 96 |
| 23 | Lokmat | Marathi | Mumbai | 12 | 8 | 96 |
| 24 | Navarashtra | Marathi | Mumbai | 12 | 8 | 96 |

Important Dates:

Tender Start View Date: **Friday, August 16, 2024 from 1530 hrs**

Bid Start Date: **Friday, August 16, 2024 from 1530 hrs**

Bid Close Date: **Wednesday, August 21, 2024 at 1200 hrs**

Bid Opening Date and Time: **Wednesday, August 21, 2024 at 1230 hrs**

Release of Advertisement in newspapers: **August 23, 2024 onwards (on Two different dates)**

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/12/24-25/ET/336**.

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.

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.



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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