

I. Corporate Image Build-Up Media Plan			(Primary list of Newspapers/Magazines - Print medium)				Annexure 1 A			
Print Media (half page =200 CC or equal SQC, Qp = Quarter page = 100 CC or equal SQC) on Page 5 only										
Newspapers										
Name of Publication No.	Size (b/w / colour)	No. of ads	SIZE cc/sqc	Card Rate cc/sqc for Page 5	Offer/ Neg Rate.cc/sqc for Page 5	Offer /Neg Total Amt. for Page 5 e= (axbxd)	Card Rate cc/sqc for Page 7	Offer/ Neg Rate.cc/sqc for Page 7	Offer /Neg Total Amt. for Page 7	Offer /Neg Total Amt. for Page 7 h= (axbxg)
		a	b	c	d		f	g		
TOI, ET (E+H+G), NBT, MM, MT - All Editions	HP/ Colour	2	823							
IE, NIE, FE, JS, Loksatta,Dinamani, Kannada	HP/ Colour	2	830							
Prabha - All Editions										
The Hindu, BL All Editions	HP/ Colour	1	825							
Eenadu -All Editions	HP/ Colour	1	830							
HT, HH, Mint - All Editions	HP/ Colour	2	830							
DNA (Mumbai)	HP/ Colour	2	825							
Business Standard - All Editions	HP/ Colour	2	825							
Gujarat Samachar - All Editions	HP/ Colour	2	200 cc							
Dainik Bhaskar, Divya Bhaskar, Business Bhaskar - All Editions	HP/ Colour	1	830							
Sandesh - All Editions	Qp/b/w	1	400 cc							
Deccan Chronicle, Asian Age, FC - All Editions	HP/ Colour	1	830							
Lokmat, Lokmat Samachar, Lokmat Times	HP/ Colour	2	830							
Rajasthan Patrika -All Editions	HP/ Colour	1	830							
Punjab Kesari	Qp/Colour	1	400							
Dina Thanti	Qp/Colour	1	400							
Malyala Manorama	Qp/b/w	1	400							
Mathrubhumi	Qp/b/w	1	400							
Ananda Bazar Patrika/Telegraph	Qp/Colour	1	400							
Dina Mallar	Qp/Colour	1	400							
The Tribune, Chandigarh	Qp/b/w	1	400							
Dainik Jagran All Editions	Qp/Colour	1	400							
Amar Ujala - All Editions	Qp/Colour	1	400							
Gujarat Vaibhav & Virat Vaibhav - All Editions	Qp/b/w	1	400							
Sambad- All Editions	Qp/b/w	1	400							
Samaj- All Editions	Qp/b/w	1	400							
Dharitri - All Editions	Qp/b/w	1	400							
Deccan Herald, Prajavani Bangalore	Qp/ b/w	1	400							
Gomantak, Panaji	Qp/ b/w	1	400							
Political & Business Daily -All editions	Qp/ b/w	1	400							
The Excelsiar, J&K	Qp/ b/w	1	400							
Prabhat Khabar - All editions	Qp/ b/w	1	400							
Assam Tribune - All Editions	Qp/b/w	1	400							
Asomiya Pratidin - All Editions	Qp/b/w	1	400							
Sentine(E+H+A) All Edition	Qp/b/w	1	400							
Arunachal Times(E) Itanagar	Qp/ b/w	1	100 cc							
<i>Size is in Sq.CM unless other wise specified</i>										
Magazines (Colour)										
Name of Publication No.	Size (b/w / colour)	No. of ads	Card Rate cc/sqc	Offer/ Neg Rate.cc/sqc	Offer /Neg Total Amt.					
Business World	F/P Colour	1								
Business Today(Fortnightly)	F/P Colour	1								
Business India(Fortnightly)	F/P Colour	1								
Dalal Street	F/P Colour	1								
Capital Market(Fortnightly)	F/P Colour	1								
Outlook Money	F/P Colour	1								
Fortune India(Corporate India)	F/P Colour	1								
Outlook Profit	F/P Colour	1								
Outlook Business	F/P Colour	1								
Forbes India	F/P Colour	1								
Swagat	F/P Colour	1								
Namaskar	F/P Colour	1								
Jetwings	F/P Colour	1								
Financial plus	F/P Colour	1								
India Today	F/P Colour	1								
Outlook	F/P Colour	1								
Spice (Spice Jet Magazine)	F/P Colour	1								
Go Air Magazine	F/P Colour	1								
King Fisher Airlines Magazine	F/P Colour	1								
Economic & Political Weekly	F/P B/W	1								
SUB-TOTAL for A & B										
Taxes and levies										
TOTAL										

(Secondary list of Newspapers - Print medium)

Annexure 1 B

Name of Publication No.	Size (b/w / colour)	No. of ads	SIZE cc/sqc	Card Rate cc/sqc for Page 5	Offer/ Neg Rate.cc/sqc for Page 5	Offer /Neg Total Amt. for Page 5	Card Rate cc/sqc for Page 7	Offer/ Neg Rate.cc/sqc for Page 7	Offer /Neg Total Amt. for Page 7
		a	b	c	d	e= (axbxd)	f	g	h= (axbxd)
Mail Today, Delhi	Qp/Colour	1	400						
Navajyoti -All Editions	HP/ Colour	1	830						
Rastradoot	HP/ Colour	1	830						
Navakaal -All editions	Qp/Colour	1	400						
Hamara MahaNagar, Mumbai	Qp/Colour	1	400						
Urdu Times, (Urdu), Mumbai	Qp/Colour	1	400						
Hindustan (Urdu), Mumbai	Qp/Colour	1	400						
PratahKaal, Mumbai	Qp/Colour	1	400						
Mid day, Mumbai	Qp/Colour	1	400						
Jagruk Times, Mumbai	Qp/Colour	1	400						
Sakal, All editions	Qp/Colour	1	400						
Nava Bharat- All Editions	Qp/Colour	1	400						
Punya Nagari - All editions	Qp/Colour	1	400						
Sandhya Kaal, Mumbai	Qp/Colour	1	400						
Rastriya Sahara- All editions	Qp/Colour	1	400						
Aaj - All Editions	Qp/Colour	1	400						
Nai Duniya-All Editions	Qp/Colour	1	400						
Swantantra Bharat- All editions	Qp/Colour	1	400						
Sahara Urdu, Kucknow	Qp/Colour	1	400						
Desh Ki Roshni, Sitapur	Qp/Colour	1	400						
Siyasat Jadid, Urdu, Lucknow	Qp/Colour	1	400						
Aag, Urdu, Lucknow	Qp/Colour	1	400						
SUB-TOTAL									
Taxes and levies									
TOTAL									
Grand Total for Annexure1A & 1B									
Notes :									
Activity period -From _____. Onwards till expected dates of launch of FPO (to be advised later)									
Rates for Page 7 shall not be considered for evaluation.									
The discount percentage which works out for Page 5 shall be the minimum discount percentage to be made available for Page 7 also.									
In the event the Agency is unable to provide space on Page 5 then IndianOil, at its discretion,									
may ask the Agency to publish at Page 7 and in that case applicable rate shall be lowest of the following:									
Negotiated rate quoted by Agency for Page 5									
The rate determined based on the higher discount offered either of Page 5 or Page 7 on the card rate of Page 5.									
Further, as Agency is unable to provide space on Page 5, then advertisement shall be published on Page 7 and a penalty of 2% on negotiated rates of page 7 shall be levied and deducted from page 7 negotiated rates as arrived at point No.5 of this note above.									
In case IndianOil is able to arrange publication on Page 5, the differential in rate, if any, shall be borne by the Agency.									
Expected activity period - _____(to be advised later) Dates of release will be decided by IndianOil									
IndianOil reserves the right to reduce the scope of work at its sole discretion									
No advertisement would be put in any supplements/other pull-outs									
The dates of publication would be decided by IndianOil									
Wherever Colour pages are not published, b/w rates should be quoted									
Payment shall be made as per actual work done,against the bills with supporting documents/bills from the media									
No advertisement should be published in any of the international edition of any newspaper mentioned above.									
Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard									
					(Signature of the Authorised Signatory with date and seal of the agency)				

II Media Plan for Mandatory/Statutory Advertisements								Annexure -2		
To be published in B/W on Page 5										
(Types of the ads)										
i. Issue Opens today										
ii. Issue Open (Reminder)										
iii. QIB Closes Today										
iv. Issue Closes Today										
Sl. No.	Name of Publication	Size (b/w / colour)	No. of ads	SIZE cc/sqc	Card Rate cc/sqc for Page 5	Offer/ Neg Rate.cc/sqc for Page 5	Offer /Neg Total Amt. for Page 5	Card Rate cc/sqc for Page 7	Offer/ Neg Rate.cc/sqc for Page 7	Offer /Neg Total Amt. for Page 7
			a	b	c	d	e= (axbxd)	f	g	h= (axbxg)
1	TOI, ET (E+H+G) - All Editions	B/W	4	600 sq.cm						
2	IE,FE,Loksatta - All editions	B/W	3	600 sq.cm						
3	The Hindu, BL All Editions	B/W	2	600 sq.cm						
4	Eenadu -All Editions	B/W	2	600 sq.cm						
5	HT, HH, Mint - All Editions	B/W	2	600 sq.cm						
6	DNA (Mumbai)	B/W	3	600 sq.cm						
7	Business Standard - All Editions	B/W	4	600 sq.cm						
8	Gujarat Samachar - All Editions	B/W	4	600 sq.cm						
9	Divya Bhaskar, Business Bhaskar -All editions	B/W	3	600 sq.cm						
10	Sandesh - All Editions	B/W	2	600 sq.cm						
11	Deccan Chronicle, FC - All Editions	B/W	2	600 sq.cm						
12	Lokmat, Lokmat Samachar, Lokmat Times	B/W	2	600 sq.cm						
13	Rajasthan Patrika -All Editions	B/W	2	600 sq.cm						
14	Punjab Kesari, Jalandhar	B/W	2	600 sq.cm						
15	Dina Thanti	B/W	2	600 sq.cm						
16	Malyala Manorama	B/W	2	600 sq.cm						
17	Ananda Bazar Patrika/Telegraph	B/W	2	600 sq.cm						
18	Dainik Jagran All Editions	B/W	2	600 sq.cm						
19	Amar Ujala - All Editions	B/W	2	600 sq.cm						
20	Gujarat Vaibhav & Virat Vaibhav - All Editions	B/W	2	600 sq.cm						
21	Samaj- All Editions	B/W	2	600 sq.cm						
22	Prajavani Bangalore	B/W	2	600 sq.cm						
23	Asomiya Pratidin - All Editions	B/W	2	600 sq.cm						
24	Rastriya Sahara - All Editions	B/W	2	600 sq.cm						
SUB-TOTAL										
Taxes and levies										
Total										
Notes :										
1	Activity period -From _____ Onwards till expected dates of launch of FPO (to be advised later)									
2	Rates for Page 7 shall not be considered for evaluation.									
3	The discount percentage which works out for Page 5 shall be the minimum discount percentage to be made available for Page 7 also.									
4	In the event the Agency is unable to provide space on Page 5 then IndianOil, at its discretion, may ask the Agency to publish at Page 7 and in that case applicable rate shall be lowest of the following:									
	(i) Negotiated rate quoted by Agency for Page 5									
	(ii) The rate determined based on the higher discount offered either of Page 5 or Page 7 on the card rate of Page 5.									
5	Further, as Agency is unable to provide space on Page 5, then advertisement shall be published on Page 7 and a penalty of 2% on negotiated rates of page 7 shall be levied and deducted from page 7 negotiated rates as arrived at point No.5 of this note above.									
6	In case IndianOil is able to arrange publication on Page 5, the differential in rate, if any, shall be borne by the Agency.									
7	Expected activity period - _____ (to be advised later) Dates of release will be decided by IndianOil									
8	IndianOil reserves the right to reduce the scope of work at its sole discretion									
9	No advertisement would be put in any supplements/other pull-outs									
10	The dates of publication would be decided by IndianOil									
11	Wherever Colour pages are not published, b/w rates should be quoted									
12	Payment shall be made as per actual work done,against the bills with supporting documents/bills from the media									
13	No advertisement should be published in any of the international edition of any newspaper mentioned above.									
Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard										
(Signature of the Authorised Signatory with date and seal of the agency)										

III Media Plan for Issue Related Advertisements						Annexure - 3	
To be published in B/W - No Specific page, good position desirable)							
(Types of the ads)							
i. Announcement ad							
ii. Price Band ad							
iii. Thank you Investors							
iv. Price Discovery ad							
v. Basis of allotment ad							
Sl. No.	Name of Publication	Size (b/w / colour)	No. of ads	SIZE cc/sqc	Card Rate cc/sqc	Offer/ Neg Rate.cc/sqc	Offer /Neg Total Amt.
			a	b	c	d	e= (axbxd)
i. Announcement ad							
1	TOI, ET (E+H+G),NBT, MT - All Editions	B/W	1	600 sq.cm			
2	IE,FE,Loksatta - All editions	B/W	1	600 sq.cm			
3	Divya Bhaskar, Business Bhaskar -All editions	B/W	1	600 sq.cm			
4	HT, HH, Mint All editions	B/W	1	600 sq.cm			
5	Business Standard (H+E), All editions	B/W	1	600 sq.cm			
ii. Price Band ad							
1	TOI, ET (E+H+G),NBT, MT - All Editions	B/W	1	600 sq.cm			
2	IE,FE,Loksatta - All editions	B/W	1	600 sq.cm			
3	Divya Bhaskar, Business Bhaskar -All editions	B/W	1	600 sq.cm			
4	HT, HH, Mint All editions	B/W	1	600 sq.cm			
5	Business Standard (H+E), All editions	B/W	1	600 sq.cm			
iii. Thank you Investors							
1	IE,FE,Loksatta - All editions	B/W	1	400 sq.cm			
2	Financial Chronicle- All editions	B/W	1	400 sq.cm			
3	Business Standard-All editions	B/W	1	400 sq.cm			
4	HT, HH, Mint All editions	B/W	1	400 sq.cm			
5	Business Standard (H+E), All editions	B/W	1	400 sq.cm			
iv. Price Discovery ad							
1	TOI, ET (E+H+G),NBT, MT - All Editions	B/W	1	600 sq.cm			
2	IE,FE,Loksatta - All editions	B/W	1	600 sq.cm			
3	Divya Bhaskar, Business Bhaskar -All editions	B/W	1	600 sq.cm			
4	HT, HH, Mint All editions	B/W	1	600 sq.cm			
5	Business Standard (H+E), All editions	B/W	1	600 sq.cm			
v. Basis of allotment ad							
1	TOI, ET (E+H+G),NBT, MT - All Editions	B/W	1	700 sq.cm			
2	IE,FE,Loksatta - All editions	B/W	1	700 sq.cm			
3	Divya Bhaskar, Business Bhaskar -All editions	B/W	1	700 sq.cm			
4	HT, HH, Mint All editions	B/W	1	700 sq.cm			
5	Business Standard (H+E), All editions	B/W	1	700 sq.cm			
		SUB-TOTAL					
		Taxes & levies					
		Total					
Notes :							
1	Date of release for the above ads will be decided by IndianOil						
2	Agency to make efforts to get good position for these ads						
3	If required, ads may have to be carried on weekends, at no extra cost to IndianOil						
4	IndianOil reserves the right to reduce the scope of work at its sole discretion						
5	No advertisement would be put in any supplements/other pull-outs						
6	Payment shall be made as per actual work done, against the bills with supporting documents/bills from the media						
7	No advertisement should be published in any of the international edition of any newspaper mentioned above.						
Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard							
(Signature of the Authorised Signatory with date and seal of the agency)							

IV Electronic Media -TV							Annexure - 4-A	
Corporate Image Building Advertisement								
Sl. No.	Name of Channel	Time Band	Duration (Seconds)	No of Spots per day	No of Days	Card Rate Per 10 Sec.	Offer/Neg. rate per 10 sec. and thereafter pro-rata per sec rate	Offer /Neg Total Amt.
			a	b	c	d	e	
1	DD News	7 to 11PM	30	10	20			
2	Aaj Tak	7 to 11PM	30	10	20			
3	NDTV 24x7	7 to 11PM	30	10	20			
4	CNBC TV 18, CNBC Awaz	10 AM to 3 PM & 8PM to 10.30PM	30	25	20			
5	ET Now	10 AM to 3 PM & 8PM to 10.30PM	30	25	20			
6	Bloomberg UTV	10 AM to 3 PM & 8PM to 10.30PM	30	25	20			
7	Zee Business	10 AM to 3 PM & 8PM to 10.30PM	30	25	20			
8	NDTV Profit	10 AM to 3 PM & 8PM to 10.30PM	30	25	20			
9	ETV Marathi, ETV Gujarati	7 to 11PM	30	15	20			
10	CNN IBN	7 to 11PM	30	15	20			
SUB-TOTAL- 4A								
Taxes and levies								
Total-4A								

IV Electronic Media -TV							Annexure - 4-B	
Issue Related Advertisement							Page 2-TV	
Sl. No.	Name of Channel	Time Band	Duration (Seconds)	No of Spots per day	No of Days	Card Rate Per 10 Sec.	Offer/Neg. rate per 10 sec. and thereafter pro-rata per sec rate	Offer /Neg Total Amt.
			a	b	c	d	e	
1	DD News	7 to 11PM	20	10	5			
2	Aaj Tak	7 to 11PM	20	10	5			
3	NDTV 24x7	7 to 11PM	20	10	5			
2	CNBC TV 18, CNBC Awaz	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
3	ET Now	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
4	Bloomberg UTV	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
5	Zee Business	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
6	NDTV Profit	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
7	ETV Marathi, ETV Gujarati	7 to 11PM	20	10	5			
8	CNN IBN	7 to 11PM	20	10	5			
SUB-TOTAL- 4B								
Taxes and levies								
Total-4B								
Grand Total - 4A & 4 B								
Notes :								
1	Date of release and allocation of spots with in the time slots for telecast will be decided by IndianOil							
2	IndianOil reserves the right to reduce the scope of work at its sole discretion and will have the right to split the TVCs to 10 seconds.							
3	If required, TVCs may have to be telecast on weekends, at no extra cost to IndianOil							
4	Please enclose legible copy of the latest Rate Card of each TV Channel as mentioned above duly signed by the bidders' authorised signatory with seal of the advertising agency							
5	TVC will be in English and Hindi and shall be telecast as applicable							
6	Broadcast certificate from all TV Channels including channel telecast/broadcast logs clearly indicating the date and time of telecast should be enclosed along with the bills/ invoice failing which payment shall not be processed and/or done.							
7	Payment shall be made as per actual work done on prorata basis							
8	If the agency fails to telecast the TVC as per time and duration specified by IndianOil and /or the TVC is telecast at a different time and /or duration, liquidated damages @2.5% per day for particular TV channel for all cities of telecast shall be levied on the agency.							
9	If the agency fails to telecast the TVC in one or more cities of telecast for each TV station as specified by IndianOil no payment for the particular TV station shall be made for the particular day. In addition,a penalty @1% of total value of work order pertaining to TV media for that day shall be levied for non-performance.							
10	Recording of all telecast to be provided for processing of bills.							
<p>Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard</p>								
<p>(Signature of the Authorised Signatory with date and seal of the agency)</p>								

							Annexure - 5A	
Sl. No.	Name of Radio Station	Time Band	Duration (Seconds)	No of Spots per day	No of Days	Card Rate Per 10 Sec.	Offer/Neg. rate per 10 sec. and thereafter pro-rata per sec rate	Offer /Neg Total Amt.
			a	b	c	d	e	
V	Electronic Media - Radio							
	Corporate Image Building Advertisement							
1	Radio Mirchi - 98.3: Mumbai, Delhi, Ahmedabad, Baroda,Rajkot, Surat, Jaipur,Chennai, Kolkata	7AM to 11 AM and 5PM to 11PM	30	30	20			
2	Red FM - 93.5: Mumbai, Delhi, Ahmedabad, Baroda,Rajkot, Jaipur,Hyderabad, Bangalore, Chennai, Kolkata	7AM to 11 AM and 5PM to 11PM	30	30	20			
3	Radio City - 91.1: Mumbai, Delhi, Ahmedabad, Surat, Jaipur, Baroda,Kolkata, Bangalore	7AM to 11 AM and 5PM to 11PM	30	30	20			
4	Big FM - 92.7: Mumbai, Ahmedabad,Baroda,Rajkot, Jaipur	7AM to 11 AM and 5PM to 11PM	30	20	20			
5	95 FM : Delhi	7AM to 11 AM and 5PM to 11PM	30	20	20			
6	AIR Rainbow - 102.6: Mumbai, Delhi, Baroda, Jaipur	10 AM to 3 PM & 8PM to 10.30PM	30	30	20			
7	AIR FM Gold - 106.40: Mumbai, Delhi, baroda, Jaipur	7AM to 11 AM and 5PM to 11PM	30	30	15			
SUB-TOTAL- 5A								
Taxes and levies								
Total-5A								

V Electronic Media - Radio							Annexure - 5B	
Issue related advertisements							Page 2-Radio	
Sl. No.	Name of Radio Station	Time Band	Duration (Seconds)	No of Spots per day	No of Days	Card Rate Per 10 Sec.	Offer/Neg. rate per 10 sec. and thereafter pro-rata per sec rate	Offer /Neg Total Amt.
			a	b	c	d	e	
1	Radio Mirchi - 98.3: Mumbai, Delhi, Ahmedabad, Baroda,Rajkot, Surat, Jaipur,Chennai, Kolkata	7AM to 11 AM and 5PM to 11PM	20	30	5			
2	Red FM - 93.5: Mumbai, Delhi, Ahmedabad, Baroda,Rajkot, Jaipur,Hyderabad, Bangalore, Chennai, Kolkata	7AM to 11 AM and 5PM to 11PM	20	25	5			
3	Radio City - 91.1: Mumbai, Delhi, Ahmedabad, Surat, Jaipur, Baroda,Kolkata, Bangalore	7AM to 11 AM and 5PM to 11PM	20	25	5			
4	Big FM - 92.7: Mumbai, Ahmedabad,Baroda,Rajkot, Jaipur	7AM to 11 AM and 5PM to 11PM	20	25	5			
5	95 FM : Delhi	7AM to 11 AM and 5PM to 11PM	20	20	5			
6	AIR Rainbow - 102.6: Mumbai, Delhi, Baroda, Jaipur	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
7	AIR FM Gold - 106.40: Mumbai, Delhi, baroda, Jaipur	7AM to 11 AM and 5PM to 11PM	20	25	5			
SUB-TOTAL- 5B								
Taxes and levies								
Total-5B								
Grand Total - 5A & 5B								
Notes :								
1	Date of release and allocation of spots with in the time slots for telecast will be decided by IndianOil							
2	IndianOil reserves the right to reduce the scope of work at its sole discretion and will have the right to split the Jingles to 10 seconds.							
3	If required, jingles may have to be broadcast on weekends, at no extra cost to IndianOil							
4	Please enclose legible copy of the latest Rate Card of each Radio Station as mentioned above duly signed by the bidders' authorised signatory with seal of the advertising agency							
5	Jingles will be in respective languages of the broadcasting station wherever applicable							
6	Broadcast certificate from all Radio Stations including radio station broadcast logs for all cities clearly indicating the date and time of telecast should be enclosed along with the bills/ invoice failing which payment shall not be processed and/or done.							
7	Payment shall be made as per actual work done on prorata basis							
8	If the agency fails to air the radio jingles as per time and duration specified by IndianOil and /or the radio jingle is broadcast at a different time and /or duration, liquidated damages @2.5% /per day for particular radio station for all cities of broadcast shall be levied on the agency.							
9	If the agency fails to air the radio jingles in one or more cities of broadcast for each Radio Station as specified by IndianOil no payment for the particular Radio station shall be made for the particular day. In addition,a penalty @1% of total value of work order pertaining to Radio media for that day shall be levied for non-performance.							
10	Recording of all broadcast to be provided for processing of bills.							
Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard								
(Signature of the Authorised Signatory with date and seal of the agency)								

VI Media Plan -Web Advertising			Annexure -6		
SI No	Name of the Website	Nature of Ad	Card Rate	Offer/Neg. Rate	Total Amount
1	Moneycontrol.com	Banner/Interstatials			
2	Rediffmoney.com	Banner/Interstatials			
3	Indiainfoline.com	Banner/Interstatials			
4	Sharekhan.com	Banner/Interstatials			
5	Capitalmarket.com	Banner/Interstatials			
6	Equitymaster.com	Banner/Interstatials			
7	Timesofmoney.com	Banner/Interstatials			
8	Myiris.com	Banner/Interstatials			
			Taxes & Levies		
			Grand Total		
Notes :					
1	<i>The period of web advertising will be for 15 days- 10 days for Image build-up and 5 days for Issue related</i>				
2	<i>Please submit the legible copy of the card rates duly signed and stamped by the authorised representative of the advertising agency</i>				
3	<i>The banner/inerstatial will provide a clickable link to IndianOil Official website</i>				
4	<i>IndianOil reserves the right to reduce the scope of work at its sole discretion</i>				
5	<i>The agnecy will submit datewise screenshots of the banner displayed and log of hits per day/per website along with the bills</i>				
6	<i>Payment shall be made as per actual work done</i>				
Certified that I/we have read, perused, understod and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard					
(Signature of the Authorised Signatory with date and seal of the agency)					

VII Electronic Media - Multiplexes							Annexure - 7	
Corporate Image Building Advertisement								
Sl. No.	Name of the City	No of Screens	Duration (Seconds)	No of Spots per day/per screen	No of Days	Card Rate Per 10 Sec.	Offer/Neg. rate per 10 sec. and thereafter pro-	Offer /Neg Total Amt.
1	Mumbai	30	30	5	15			
2	Delhi/NCR	30	30	4	15			
3	Ahmedabad	20	30	5	15			
4	Surat	10	30	5	15			
5	Rajkot	10	30	5	15			
6	Baroda	10	30	5	15			
7	Chennai	15	30	4	15			
8	Kolkata	10	30	4	15			
SUB-TOTAL- 7								
Taxes and levies								
Total- 7								
Notes :								
1	Date of release and allocation of screens with the time slots will be decided by IndianOil							
2	IndianOil reserves the right to reduce the scope of work at its sole discretion and will have the right to split the Commercial to 10/20 seconds.							
3	If desired by IndianOil, Commercials may have to be shown on weekends, at no extra cost to IndianOil							
4	Please enclose legible copy of the latest Rate Card of each multiplexes as mentioned above duly signed by the bidders' authorised signatory with seal of the advertising agency							
5	Film/Commercial will be in English and Hindi and shall be shown as applicable							
6	Screening certificate from all Multiplexes including logs clearly indicating the date and time of screening should be enclosed along with the bills/ invoice failing which payment shall not be processed and/or done.							
7	Payment shall be made as per actual work done on prorata basis							
8	If the agency fails to screen the Film as per time and duration specified by IndianOil and /or it is screened at a different time and /or duration, liquidated damages @2.5% fper day for particular multiplex shall be levied on the agency.							
9	Recording of all screening to be provided for processing of bills.							
<p>Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard</p>								
				(Signature of the Authorised Signatory with date and seal of the agency)				

VIII Outdoor - Hoardings etc. (Rental for 15 days - 10 days image build-up and 5 days issue related)				Annexure - 8	
Sr No	City	Description of Location	Size (approximately)	Days Total	Offer /Neg Total Amt.
1	Mumbai -10 Hoardings	Near Patel Bridge.-Marine Drive-catering to morning traffic. From Pedder Road towards Nariman Point	40x20 ft	15	
		Out side Mumbai Airport- Facing outgoing Traffic	40x20 ft	15	
		Near IndianOil Office at Bandra (E)	40x20 ft	15	
		Chembur RFC Junction	40x20 ft	15	
		Mahim Causeway- Bandra reclamation Junction-morning traffic	40x20 ft	15	
		Worli- Opp old passport office-morning traffic	40x20 ft	15	
		Dadar TT Flyover	40x20 ft	15	
		Andheri Flyover lower level - morning traffic	40x20 ft	15	
		Western Express Highway - Jog Flyover Near Pump House	40x20 ft	15	
		JPVD Kaifee Azmi Garden	40x20 ft	15	
2	Ahmedabad-6 Hoardings	Shahibaug	40x20 ft	15	
		Near Railway Station	30x20 ft	15	
		Gandhi Bridge	40x20 ft	15	
		Stadium Circle	20x10 ft	15	
		Drive in Road, Topiwala Circle	20x10 ft	15	
		ISKCON Circle,SG Road	20x10 ft	15	
3	Rajkot - Hoardings	4 Mochi Bazar 4 Road	20x10 ft	15	
		Jubilee garden 4 Road	20x10 ft	15	
		Gondal Road	20x10 ft	15	
		Dhebher Road	20x10 ft	15	
4	Baroda - Hoardings	4 Alka Puri	20x10 ft	15	
		Near Refinery	20x10 ft	15	
		Kareli Bagh	20x10 ft	15	
		RC Dutt Road	20x10 ft	15	
5	Surat - Hoardings	3 Ring Road Flyover	20x10 ft	15	
		Varacha Road	20x10 ft	15	
		Athawalines Road	20x10 ft	15	

6	Delhi NCR - 9 hoardings and 12 Bus Shelters	DND Fly way -Towards NOIDA	20x10 ft	15	
		DND Fly way- Towards Delhi	20x10 ft	15	
		Near Delhi Stock Exchange	20x10 ft	15	
		Outside Delhi Airport facing Departing Traffic	40x20 ft	15	
		Near Asiad Village	20x10 ft	15	
		Punjabi Bagh	20x10 ft	15	
		NOIDA Near GIP	40x20 ft	15	
		Gurgaon Near Ambience Mall	40x20 ft	15	
		Faridabad	20x10 ft	15	
			Bus Shelters on Ring Road 10 Nos and 2 On BRT Preferably in South Delhi	As per shelter size	15
7	Kolkata - Hoardings	2 Out side Airport Facing Departing Traffic	40x20 ft	15	
		EM Bye pass	40x20 ft	15	
8	Airports	Delhi - Domestic Departure	100 sq ft	15	
		Mumbai - Domestic Departure	100 sq ft	15	
		Mumbai - Domestic Arrival	100 sq ft	15	
			Total Taxes & Levies Grand Total		
Notes					
1	<i>The hoardings/Unipole should be illuminated</i>				
2	<i>Cost of Hoarding should include rental, design, printing and mounting/installation & dismantling charges for Corporate and issue related signage</i>				
3	<i>Payment shall be made as per actual work done on pro-rata basis</i>				
4	<i>All bills to be submitted with photographs(with dates) of the hoardings. Agency will also submit the photograph of the erected hoarding with in 48 hours for our records, failing which, the bills will not be processed for payment.</i>				
5	<i>In case of non-availability of the space and /or non erection of the hoarding by the agency, IndianOil should be immediately informed in writing two days prior to the date of erection failing which a penalty of @2.5% of the hoarding value will be levied</i>				
6	<i>In case of non changing of the of the signage from corporate to Issue related and vice versa on the hoarding by the agency as scheduled by IndianOil a penalty of @1% of the total value of Hoardings shall be levied for non-performance</i>				
Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard					
(Signature of the Authorised Signatory with date and seal of the agency)					

IX		Road Shows		Annexure -9	
SI No	City/State/Venue	Event	Approx. Expected Guests	Unit Rate per person (including tax)	Total Amount
	New Delhi				
1	The Taj Man Singh Delhi	Press Conference Brokers Conference			
	Maharashtra				
2	The Trident - Mumbai	Press Conference Brokers Conference Analysts Conference			
	Gujarat				
3	Le Miridian - Ahmedabad	Press Conference Brokers Conference			
4	Taj Gateway - Surat	Brokers Conference			
5	Imperial Palace – Rajkot	Brokers Conference			
6	Welcome - Vadodara	Brokers Conference			
	Tamil Nadu				
7	The Taj Coromandel - Chennai	Press Conference Brokers Conference			
	Rajasthan				
8	Clarks Amer, Jaipur	Press Conference Brokers Conference			
	Andhra Pradesh				
9	The Taj Krishna - Hyderabad	Press Conference Brokers Conference			
	Karnataka				
10	Taj Westend Bengaluru	Press Conference Brokers Conference			
	West Bengal				
11	ITC Sonar	Press Conference Brokers Conference			
Grand Total					
<p><i>Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard</i></p>					
<p><i>(Signature of the Authorised Signatory with date and seal of the agency)</i></p>					

X COLLATERALS

Print and Supply (on-site) the following collaterals as per the specification and quantity mentioned below for Collaterals for Conferences and item wise Price thereof.

SI No	Description	Specifications	Total Amount
1	Invitation Cards with envelopes for Road Shows at different locations. The card should be printed location wise as per numbers expected.	Size: 5" x 7" Colour: (4+0) Paper: 300 GSM Sinar Mass Card glossy All cards should be with Envelope : Size 5.25"x7.25"- 130 GSM Imported Art paper 4+0 colour Die cutting QTY-4000	
2	Press Release Proforma with Docket (220 GSM) with IndianOil Logo & Message	Size: 8.75" x 11.75" Colour: (4+0) Paper for Press Release Proforma: 120 GSM Sunshine Quantity -1000	
3	Branded Writing Pads with IndianOil Logo	Size: 8" x 5" No. of Sheets: 50+Cover Colour: Cover in 4 Colour ; Inside in 1 Colour Paper: 220 gsm for cover and 80 GSM for inside Super printing Fabrication: Perfect Binding Quantity -1000	
4	Branded Pens with IndianOil Name and/or Logo	Brand: Luxor Pilot/ Add Gel Pen with IndianOil name/Logo printed Quantity -1000	
5	Mementos with IndianOil name/Logo printed	As per direction of IndianOil costing about Rs.800/- per piece (approx) Proof of MRP to be submitted. All unused mementos shall be returned to IndianOil in new, unused and unbroken condition Quantity -1000	
6	TV Spots of 30 Seconds Duration (Corporate Advt.) and 20 Seconds Duration (Issue Related)	The production cost including script, voice over, recording, animation, shooting (including outdoor), music and adaptation in various language. Some stock shots are available with IndianOil Initially at least 3 different themes/ approaches /scratch to be submitted for each of the categories to IndianOil and to be finalised after approval At least 3 copies of each in DG Beta format to be submitted to IndianOil apart from the electronic media Price -30 second spot-Corporate Price - 20 Second Spot-Issue related Total	

			Annexure- 10
X	COLLATERALS		
7	Radio Jingle of 30 Seconds (Corporate) and 20 Seconds(Issue Related) duration	<p>The production cost of a Radio Jingle of 30 Seconds (Corporate) and 20 Seconds (Issue Related) in the required format (two Each)</p> <p>The production cost including script, voice over,recording,music and adaptation in various language.</p> <p>Initially at least 3 different themes/approches/scratch for each of the categories to be submitted to IndianOil and to be finalised after approval</p> <p>At least 3 copies of each in of the Jindles to be submitted to IndianOil apart from the Radio media</p> <p style="text-align: right;">Price -30 second spot-Corporate Price - 20 Second Spot-Issue related Total</p>	
8	Printing of Brochures	<p>Size- 8 1/4"x 11 3/4"</p> <p>No of Pages- 8 Self Cover</p> <p>Colour 4+4</p> <p>Paper 170 GSM Sinarmas Art paper</p> <p>Quantity 2000</p>	
9	Corporate Film for Road Shows - DG Beta Format	<p>The production cost including script, voice over,recording,animation,shooting (including outdoor),music and adaptation in various language. Some stock shots are available with IndianOil</p> <p>Initially at least 3 different themes/ approches /scratch to be submitted for each of the categories to IndianOil and to be finalised after approval</p> <p>At least 3 copies of each in DG Beta format to be submitted to IndianOil, besides the Master</p>	
10	Signages for the Road Shows	<p>Backdrop Complete in all respect for Road Shows- Size 120 Sq. ft Approx</p> <p>Banners 2 eah at each Road shows -Sixe 6 ftx 3 ft</p> <p>Standees 2 each at each Road shows</p>	
Grand Total for Items 1 to 10			
Notes :			
1	<i>The agency will be responsible to make the designs/concept/theme etc and deliver the product as specified by IndianOil</i>		
2	<i>IndianOil reserves the right to reject any or all jobs if not meeting the quality specifications</i>		
3	<i>Agency should strictly adgere to the timelines as specified by IndianOil</i>		
4	<i>IndianOil reserves the right to reduce the scope of work at its sole discretion</i>		
6	<i>Payment shall be made as per actual work done</i>		
7	<i>Agencies are required to give cost of +/- 500 for item no 1 and +/- 100 for item nos2,3,&4 seperately</i>		
<p><i>Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard</i></p>			
<p><i>(Signature of the Authorised Signatory with date and seal of the agency)</i></p>			

			Annexure -11
XI	Summary of Costs		
Sl. No.	Annexure No(s)	Description	Total of Annexure
1	1A & 1B	Corporate Image Build up advertisements-Print Media	
2	2	Mandatory Advertisements- Print Media	
3	3	Issue Related Advertisements - Print Media	
4	4A &4B	Electronic Media- TV (Corporate Image Building & Issue Related advertisements)	
5	5A & 5B	Electronic Media- Radio (Corporate Image Building & Issue Related advertisements)	
6	6	Web Advertising	
7	7	Electronic Media- Multiplexes (Corporate Image Building advertisements)	
8	8	Outdoor - Hoardings etc.	
9	9	Road Shows	
10	10	Collaterals	
Grand total			