

JAIPUR METRO RAIL CORPORATION LIMITED



JAIPUR METRO

(A Government of Rajasthan Undertaking)

Directorate of Corporate Affairs

2nd Floor, A-Wing, Admin Building, Metro Depot

Bhrihu Path, Mansarovar, Jaipur-302020

E-mail: pro@jaipurmetrorail.in | Phone no.- 0141-2822760



No. F.1(P-5)/JMRC/DCA/PRO/E-Media/2019-20/7581

Date: 23.01.2020

23 JAN 2020

To,

Shri Abhi-Ruchi Films,
H/3,4-IIInd Floor, Trade Centre,
11-12, Sahakar Marg, Behind Lotus Dairy,
Lalkothi, Jaipur
Mob. 9413367267

Subject: Telecast & Broadcast of non-frequency based pre-recorded story Jaipur metro Karambhumi episode on DD Rajasthan.

Dear Sir,

Kindly find Terms of Reference (TOR) as Annexure-A and Financial Offer as Annexure-B, to be submitted duly signed & sealed within 07 days from the date of issue of this letter for selection of agency for development & broadcasting of Jaipur Metro Story on DD Rajasthan (Jaipur) programme "**Karambhumi**".

You can also propose any additional terms and conditions as mentioned in TOR beyond the minimum features sought.

Encl.: As above.


(Dinesh Kumar Sharma)
Joint General Manager (Admn.)

Copy to: 7582-84

1. PS to MD, JMRC
2. Director (CA), JMRC
3. Guard File.


Joint General Manager (Admn.)

Terms of Reference (TOR)

Subject: Development & Broadcasting of Jaipur Metro Story on DD Rajasthan (Jaipur) programme "**Karambhumi**".

1. OBJECTIVE:

To create customised non-frequency based pre-recorded story to be broadcasted on DD Rajasthan establishment (Programme) and play as programme "**Karambhumi**" for promotional activities of Jaipur metro.

2. TIME SLOT:

S. No.	Activity	Time Band	Remarks
1.	Telecast & Broadcast of non-frequency based pre-recorded story Jaipur metro Karambhumi episode on DD Rajasthan	One episode (11 to 12 minutes) Ads with voice over (20-25 seconds)	Promotional advertisement will be telecasted between the films break.

3. TERMS & CONDITIONS:

- (i) Scripting, Shooting and Development of one episode of around 11 to 12 minutes on Jaipur Metro.
- (ii) Development of one advertisement with voice over of around 20-25 seconds in consultation with Jaipur Metro.
- (iii) One time broadcast of Episode on Jaipur Metro as Karambhumi programme on DD Rajasthan (6.45 to 7.00 p.m.)
- (iv) Broadcast of JMRC Advertisement for Total on air time of 100 seconds in next 4-5 Episodes of KARAMBHUMI on DD Rajasthan.
- (v) Handling over of the contents of Episode/Advertisement to Jaipur Metro alongwith further broadcast/display rights.
- (vi) Subscription of broadcast certificate of episode and 100 seconds advertisement with invoice to JMRC.
- (vii) JMRC shall provide access to shooting team of M/s Shree Abhiruchi Films in to the Metro Stations and inside Metro Train, provide achievements related literature of Jaipur Metro, brief on the script to the team of M/s Shree Abhiruchi Films, see final version of episode/advertisement and suggest for improvement, if any, before these are telecasted.

4. PAYMENT TERMS:

Payment shall be Released (inclusive of all taxes/levies as applicable), after receipt of broadcast certificate from Doordarshan, content of episode & advertisement along with further broadcast/display rights along with bills.

5. NOTICES:

Any notice, invoice or other communication required or permitted shall be given in writing/ email to the other party at that party's address as communicated in writing to the other party from time to time.

6. DISPUTE RESOLUTION:

- (i) Any matter or dispute or difference of whatsoever nature arising under, out of or in connection with this Agreement (collectively "Dispute") between the parties shall be first attempted to be settled by mutual discussions and failing settlement within a month of initiation of the discussion the disputes shall be referred to arbitration to be conducted by a sole arbitrator who shall be appointed by the Managing Director of JMRC and any decision made by the arbitrator shall be final and binding on the parties hereto. The Arbitration shall be conducted in accordance with the Arbitration and Conciliation Act, 1996 and the venue of Arbitration shall be Jaipur. Pending the submission to the arbitration and thereafter, until the Arbitrator publishes his award, the parties shall, except in the event of termination of this agreement, continue to perform all their obligations under this agreement, without prejudice to any final adjustment to be made in accordance with the award of the Arbitrator.
- (ii) All disputes are subject to exclusive jurisdiction of Jaipur Courts only.

TOR as above Accepted

Signature of Authorised Signatory

Name:

Designation:

Encl.: Financial offer (Annexure-B)

To,

Executive Director (Corporate Affairs),
Jaipur Metro Rail Corporation Ltd.,
JAIPUR.

Financial Offer

Sub.: Development & Broadcasting of Jaipur Metro Story in DD Rajasthan (Jaipur) programme "**Karambhumi**".

Ref.: JMRC letter no. _____ dated _____

With reference to the above referred letter, following is the financial offer of payment to JMRC for the Exhibition/Promotional of Jaipur Metro Story in DD Rajasthan (Jaipur) programme "Karambhumi".

S.No.	Description	Amount (₹) (Including GST)
[1]	[2]	[3]
1.	One episode (11 to 12 minutes), Advertisement with voice over (20-25 seconds) as per ToR.	
Rupees (in words).....		

The above mentioned rates in column (3) are inclusive of all taxes & GST.

All the terms & conditions shall be as per Annexure 'A' of your letter, enclosed herewith.

Yours Sincerely,

(Authorised Signatory)

Encl.: Accepted/ unequivocally signed copy of TOR (Annexure-A).

Authorised Signatory