

TRANSMISSION CORPORATION OF TELANGANA LIMITED

ABSTRACT

Corporate Communications – Publicity – Appointment of M/s Livewires Advertising Pvt.Ltd.
Hyd.as Advertising Agency – Orders – Issued.

T.O.O. GM/CC.Ms.No.184

Dated:20-08-2018

READ THE FOLLOWING:

1. TSTRANSCO Advt. dt:30.04.18 published in English 'The Hindu' and in Telugu 'Eenadu'.
2. Your letter dt: 21.05.2018.

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ORDER:

1. The TSTRANSCO after careful examination has decided to appoint Advertising Agencies to undertake TSTRANSCO's Advertising work and publications such as Brochures, Souvenirs and preparation of Audio – Visuals etc.,

2. Accordingly, a notification has been issued in the daily newspapers calling for offers. After examining the credentials and based on the presentations made, the TSTRANSCO hereby appoints M/s Livewires Advertising Pvt.Ltd.. Hyd. as one of the Advertising Agencies.

3. M/s Livewires Advertising Pvt.Ltd.. Hyd. is appointed as Advertising Agency subject to the following conditions:-

- I. The appointment will not confer any right on the Agency to release the advertisements only through the Agency. The TSTRANSCO has the right to appoint any other agency, or agencies to carryout the Advertisement work, if found necessary;
- II. The appointment is made for a period of **Two years** only from the date of issue of these orders i.e. from 01-09-2018.
- III. The organization has the right to discontinue the services of the agency, if the services rendered are found to be unsatisfactory with a month's notice on either side.
- IV. The Agency should not charge for the services rendered for the preparation of layouts photo composing or Art work done in case of advertisements.
- V. The payments will be made for the advertisements in the newspapers as per the approved rates of DIPR /DAVP only.
- VI. M/s Livewires Advertising Pvt.Ltd.. Hyd. should take utmost care to format the advertisements on their own so as to avoid excess utilization of space and get them published before the time stipulated by the organization;
- VII. The TSTRANSCO shall choose the news papers and their editions in which the advertisements are to be published.
- VIII. Advertising Agency must extend their services in all the working days of Newspaper publications and TSTRANSCO and even should be prepared to extend their services in the holidays also.
- IX. The Agency shall nominate a person / officer from the agency to be available to the O/o GM/CC/TSTRANSCO for liaison and the Telephone number, address etc. of such person shall be furnished to the O/o General Manager//Corporate Communications//TSTRANSCO.
- X. If the service provided by the Agency is found to be unsatisfactory, penalty of 10% of the Bill on Release Order issued for particular advertisement will be levied. Prior to this a notice will be served for improvement. If no improvement is made in spite of levying the penalty and notices, contract will be terminated and Security Deposit (SD) shall be forfeited and no claim whatsoever shall be entertained.

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- XI. The Release order number should be invariably mentioned in the advertisement. failing which, payment shall not be paid.
 - XII. Even though the Agency meets the qualification criteria, they may be disqualified if they have made misleading or false representation in the forms, statement and attachments submitted in proof of the qualification requirement, and / or having record of poor performance such as abandoning the works, not properly completing the contract, inordinate delays in completion, litigation history or financial failure towards newspapers for publication etc.
 - XIII. The Advertising Agencies have agreed 11% discount on advertisement bills as Public Relations & Communication charges. The GST will be borne by the TSTRANSCO only.
 - XIV. The Agency should collect the material for advertisements etc., from O/o. GM/(CC), TSTRANSCO, Vidyut Soudha, Hyderabad.
4. M/s Livewires Advertising Pvt. Ltd., Hyd. may furnish their acceptance of the terms and conditions and also free of cost services negotiated such as (i) Any translation work, (ii) Designing of posters / Brochures (iii) Xerox and other miscellaneous art works etc. The acceptance shall be furnished on a stamp paper of Rs.500/- within 3 days from the date of receipt of these proceedings.

(BY ORDER AND IN THE NAME OF THE TSTRANSCO)

D.PRABHAKAR RAO
CHAIRMAN & MANAGING DIRECTOR

To
M/s Livewire Advertising Pvt. Ltd.,
6-3-903/A/9, Surya Nagar,
Raj Bhavan Road, Somajiguda, Hyderabad.

Copy to:

PS to Chairman and Managing Director/TSTRANSCO.
PS to JMD (Finance, Commercial, & HRD)/TSTRANSCO.
PS to Director (Transmission)/TSTRANSCO.
PS to Director (Projects & Grid Operation)/TSTRANSCO
PS to Director (Lift Irrigation Schemes)/TSTRANSCO
Executive Director(Finance)/TSTRANSCO
FA&CCA(Accounts)Dy.CCA(Audit)/TSTRANSCO
AO(CPR) / Pay Officer / TSTRANSCO/

//FORWARDED BY ORDER//

PERSONNEL OFFICER