



TRANSMISSION CORPORATION OF TELANGANA LIMITED

Website: www.tstransco.in CIN:U40102TS2014SGC094248

ABSTRACT

PUBLICITY – TSTRANSCO – Payment of Advertisement charges to M/s. Livewires Advertising Pvt.Ltd., - Expenditure – Sanctioned.

T.O.O. GM/Ms.No.310

Date:26.02.2019.

READ THE FOLLOWING:

- 1) T.O.O.No.(Addl.Secy-Per) Ms.No.427, dt.06.02.2012.
- 2) Lr. Dt.31.12.2018 received from M/s.Livewires Advertising Pvt.Ltd., Hyderabad.
- 3) Lr.No.GM(CC)/AS(CC)/PO(CC)/JPO(CC)/R.O.No.60/18, dt:31.12.2018.
- 4) Invoice No.168, Dt.03.01.19 of M/s.Livewires Advertising Pvt.Ltd., Hyderabad

PROCEEDINGS:

The bill is submitted by M/s. Livewires Advertising Pvt.Ltd., Hyderabad for an amount of Rs.10,00,26,094.51 vide reference 3rd cited (*including* SGST (@2.5%) & CGST (@2.5%) towards arranging publication of an advertisement **“800MW KTPS Ph-VII on 01.01.2019”** on progress achieved by TS Power Utilities(TSTRANSCO,TSGENCO, TSSPDCL & TSNPDCL). This bill has been verified with reference to the TSTRANSCO release order and with reference to the approved rates of DIPR, Government of Telangana State and found correct as indicated in the Annexure.

2) In exercise of the powers conferred vide T.O.O.(Addl.Secy-Per) Ms.No.427, dt.06.02.2012, the Chairman & Managing Director/TSTRANSCO hereby accords sanction for an amount of **Rs. 9,34,74,385.00** (Rupees Nine Crores Thirty Four Lakhs Seventy Four Thousand Three Hundred and Eighty Five Only) (duly deducting 11% discount of **Rs.1,10,02,870.40** towards P.R. & Communication charges from the bill amount of **Rs.10,00,26,094.51**) to M/s Livewires Advertising Pvt. Ltd., Hyderabad, in full & final settlement of their above bills as indicated in the Annexure appended to this T.O.O.

3) The Pay Officer / TSTRANSCO, Hyderabad is requested to arrange the amount sanctioned in para 2 above to M/s Livewires Advertising Pvt.Ltd.,Hyderabad.

4) The expenditure of the advertisement may be shared equally among TS TRANSCO, TS GENCO, TS SPDCL & TS NPDCL.

Sharing between & Head of A/c	M/s Livewires Advertising Pvt. Ltd.	Grand Total In Rs.
TS TRANSCO (76-155-5a)	Rs.2,33,68,596.25	Rs.2,33,68,596.25
TS GENCO (76-155-5b)	Rs.2,33,68,596.25	Rs.2,33,68,596.25
TSSPDCL (76-155-5b)	Rs.2,33,68,596.25	Rs.2,33,68,596.25
TSNPDCL (76-155-5b)	Rs.2,33,68,596.25	Rs.2,33,68,596.25
TOTAL	Rs.9,34,74,385.00	Rs.9,34,74,385.00

5) These orders are issued with the concurrence of JMD(Fin. Comml. & HRD.)/TSTRANSCO vide Regn.No.873, dt:23.02.2019.

(BY ORDER AND IN THE NAME OF TRANSMISSION CORPORATION OF TELANGANA LIMITED)
Encl: Annexure.

D.PRABHAKAR RAO
CHAIRMAN & MANAGING DIRECTOR

To:

The Executive Director(Finance)/TSTRANSCO

The Pay Officer/TSTRANSCO

The CGM(HRD)/TSSPDCL/Hyderabad

The CGM(EA&MRT)/TSNPDCL/Warangal

} Please arrange for reimbursement to the amount mentioned in Para 4 above at Page 1 above.

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PS to Chairman & Managing Director/TSTRANSCO
PS to Chairman & Managing Director/TSTGENCO
PS to Chairman & Managing Director/TSSPDCL
PS to Chairman & Managing Director/TSNPDCL
PS to J.M.D.(Finance, Comml.&HRD/TSTRANSCO
PS to Director(Projects &Grid Operation) /TSTRANSCO
PS to Director(Transmission)/TSTRANSCO
PS to Director(Lift Irrigation) /TSTRANSCO

Copy to:

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

//FORWARDED BY ORDER//

PERSONNEL OFFICER

ANNEXURE

T.O.O. GM/Ms.No.310, Dt:26.02.2019.

M/s Livewires Advertising Ltd.,

I. Telugu (Inside colour Full Page):

Sl No	R O N o.	Bill No. & Date	Papers in which published & Size	Date of publication	Rate per Sq.cm	Bill Amount in Rs.	% of Discount/ Amount	Net Amount Rs.
1.	60 / 18	168, 03.01.19	Namasthe Telangana (All Editions) (33x52=1716 Sq.Cms.)	01.01.19	3750/-	64,35,000.00	-	64,35,000.00
2			Eenadu (Telangana + A.P.) (33x52=1716 Sq.Cms.)	01.01.19	4500/-	77,22,000.00	-	77,22,000.00
				01.01.19	6111/-	1,04,86,476.00	-	1,04,86,476.00
3			Sakshi (Telangana + A.P.) (32.4x53=1717.2 Sq.Cms.)	01.01.19	3831/-	65,78,593.20	-	65,78,593.20
				01.01.19	5694/-	97,77,736.00	-	97,77,736.80
4			60 / 18	168, 03.01.19	Andhra Jyothi Telangana + A.P.) (33x52=1716 Sq.Cms.)	01.01.19	3750/-	64,35,000.00
	01.01.19	4866/-				83,50,056.00	-	83,50,056.00
5	Mana Telangana (All Editions) (33x52= 1716 Sq.Cms.)	01.01.19			1500/-	25,74,000.00	17,74,000.00	8,00,000.00
6	Vaarthha (Telangana Incl.Gr.Hyd) (33x52=1716 Sq.Cms.)	01.01.19			3042/-	52,20,072.00	37,20,072.00	15,00,000.00
7	Andhra Prabha Telangana (33x52=1716 Sq.Cms.)	01.01.19			2400/-	41,18,400.00	26,18,400.00	15,00,000.00

II. English Daily:

Sl No	RO No.	Bill No. & Date	Papers in which published & Size	Date of publication	Rate per Sq.cm	Bill Amount in Rs.	% of Discount/ Amount	Net Amount Rs.
1.	60/ 18	168, 03.01.19	The Hindu + Business Line South Editions (33x51=1683 Sq.Cms.)	01.01.19	10,740/-	1,80,75,420.00	18,07,542.00	1,62,67,878.00
2			New Indian Express (Hyd) (33x50=1650 Sq.Cms.)	01.01.19	1800/-	29,70,000.00	9,70,000	20,00,000.00
3			Economic Times (All Editions) (32.9x52.5= 1727.25 Sq.Cms.)	01.01.19	7791/-	1,34,57,004.75	672850.24	1,27,84,154.51
4			Telangana Today (Hyderabad) (33x52=1716 Sq.Cms.)	01.01.19	3000/-	51,48,000.00	-	51,48,000.00

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Sl No	RO No.	Bill No. & Date	Papers in which published & Size	Date of publication	Rate per Sq.cm	Bill Amount in Rs.	% of Discount/ Amount	Net Amount Rs.
5	60/18	168, 03.01.19	Deccan Chronicle + Andhra Bhoomi Telangana (All Editions) (33.2x51=169 3.2 Sq.Cms.)	01.01.19	9273/-	15,701,043.60	12,301,043.60	34,00,000.00
6			The Pioneer (Hyderabad) (33x51=1683 Sq.Cms.)	01.01.19	No Dipr	12,01,200.00	3,60,000.00	8,41,200.00
					Total	12,42,50,002.35	24,223,907.84	10,00,26,094.51
Less (PR & Communication Charges) : Discount of 11%								1,10,02,870.40
Sub Total								8,90,23,224.11
SGST (2.50%)								22,25,580.60
CGST (2.50%)								22,25,580.60
Grand Total								9,34,74,385.32

(Or Say Rs.9,34,74,385/-)

(Rupees Nine Crores Thirty Four Lakhs Seventy Four thousand Three Hundred and Eighty Five only)

//FORWARDED BY ORDER//

PERSONNEL OFFICER