

Corporate Marketing Cell  
Bharat Sanchar Bhawan  
New Delhi -110001  
☎011-23734061 ☎ 011-23734105



भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

No.CA/Mktg/6-3/2016

Dated: 15.09.2016

To

**M/s SPR Global Sports Pvt Ltd.,**  
54/1/2A, Hazara Road, 2<sup>nd</sup> Floor,  
KOLKATA -700019.

**Sub: BSNL advertisement during India Vs New Zealand Test Cricket Series to be played from 22<sup>nd</sup> Sept., 2016 to 12<sup>th</sup> Oct., 2016 in India.**

**(Release Order No.: CA/Mktg/6-3/2016)**

Sir,

This has reference to your proposal dated 11.08.2016 & 31.08.2016 regarding BSNL advertisement during India Vs New Zealand Test Cricket Series to be played from 22<sup>nd</sup> Sept., 2016 to 12<sup>th</sup> Oct., 2016 in India.

2) BSNL is pleased to confirm its in-stadia advertisement at Middle Tier for 10 nos. space/bands per match amounting to Rs.82,50,000/- (Rupees Eighty Two Lakh Fifty Thousand only) plus applicable service taxes during the 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> Test Matches scheduled to be played from 22<sup>nd</sup> to 26<sup>th</sup> September, 2016 (1<sup>st</sup> Test Match) at Green Park Stadium, Kanpur (U.P.), from 30<sup>th</sup> September to 4<sup>th</sup> October, 2016 (2<sup>nd</sup> Test Match) at Eden Gardens, Kolkata & 3<sup>rd</sup> Test Match from 8<sup>th</sup> to 12<sup>th</sup> October at MPCA Holkar Cricket Stadium, Indore, M.P. respectively between India and New Zealand. The details are mentioned as under:

Sl. No	Description	Size (Space)	Rate (In Rs.)	Total Number of Test Matches	No of Space Hired/Match	Cost Payable by BSNL (In Rs)
1	Middle Tier for India vs New Zealand Test Cricket Series at Kanpur (U.P.), Kolkata (W.B.) & Indore (M.P.)	12ftx4ft	2,75,000 (Space/Match)	3	10	82,50,000
<b>GRAND TOTAL (Excluding applicable Taxes)</b>						<b>82,50,000</b>

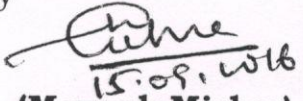
Regd. & Corporate Office. : Bharat Sanchar Bhavan, H.C. Mathur Lane, Janpath, New Delhi-110001  
Corporate Identity Number(CIN): U74899DL2000GO1107739  
Website: www.bsnl.co.in

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- 3) Other terms and conditions are as under:
- All rates are included with the fabrication. The flex/vinyl shall be of good quality. In case, the flex/vinyl displayed during the activity is damaged, the agency shall immediately rectify the same at his own cost, failing which, no payment will be made for that period.
  - Running match photographs for each day/each match shall be submitted along with the invoice as proof of deliverables.
  - If for some reason the game is stopped after one ball is bowled, the match will be considered as played.
  - In case this Release Order is not executed properly, amount as decided by ECM (Empowered Committee of Marketing) in BSNL shall be deducted which will be limited to the cost of this Release Order and which shall be final & binding to all.
  - The activity has to run as per above approved schedule. Any deviation must be brought to the notice of BSNL in advance and approval of BSNL taken before making good of such deviations.
- 4) Settlement of Bill: 100% Payment will be released by this office only against submission of pre-receipted bills along with proof of each deliverables (in Duplicate) on satisfactory execution of the Release Order. Following documents shall also be required to be submitted:-
- Self-attested Photocopy of the PAN Card
  - Self-attested copy of Service Tax Registration
  - Bank details with NEFT Number
- 5) BSNL reserves the right to cancel / modify the Release Order any time during the activity period. In such case, bills for the activity handled by M/s SPR Global Sports Pvt. Ltd shall be settled under the terms of this release order on pro-rata basis.
- 6) This issues with the approval of Competent Authority

  
15.08.2016  
**(Mayank Mishra)**  
AGM (Corp. Mktg)