



GOVERNMENT OF KERALA

Abstract

Information and Public Relations Department - Empanelment of Theatre Agencies - fixing of Advertisement Rates - Orders Issued

INFORMATION AND PUBLIC RELATIONS DEPARTMENT

G.O.(P)No.9/2021/I&PRD Dated,Thiruvananthapuram, 29/12/2021

- Read
1. G.O.(Rt) No. 193/2018/I &PR dated: 20.07.2018
 2. Application from QUBE Cinema Technologies Pvt. Ltd. dated: 09.05.2019
 3. Application from UFO Moviez india Ltd. dated: 10.05.2019
 4. Standing Committee Meeting held on 04.02.2020
 5. Rate contract agreement No. D3/66/2019 I & PRD dated: 06.09.2021 signed between Director, Information and Public Relations Department and QUBE Cinema Technologies Pvt. Ltd.
 6. Rate contract Agreement No. D3/66/2019 I & PRD dated: 06.09.2021 signed between Director, Information and Public Relations Department and UFO Moviez india Ltd.

ORDER

As per Government Order read as 1st paper above advertisement rate were fixed for the Theatre Agencies. As per the 2nd and 3rd paper read above the agencies requested to revise their advertisement rates contemporarily. The departmental Standing Committee for media empanelment and grievance redressal held as per 4th paper read above recommended for a hike in the present advertisement rates. Government have examined the matter in detail and approved the recommendations of the standing Committee.

2. As per the 5th and 6th paper read above Rate Contract agreements have been executed with QUBE Cinema Technologies Pvt. Ltd. and UFO Moviez india Ltd. for screening Government Advertisement in Cinema

theatres. In the above circumstances the Government are pleased to include the QUBE Cinema Technologies Pvt. Ltd. and UFO Moviez india Ltd. in the media list of theatre agencies and to fix the advertisement rates as detailed below.

3. A discount of 15% in the advertisement rates shall be charged from all empanelled theatre agencies.

4. The empanelled theatre agencies is eligible for getting Goods and Service tax applicable from time to time.

5. The Advertisement rate will stand force from the date of Rate Contract signed between the two parties and will remain until the new Government Order in this regard comes into force.

Advertisement Rates

Name of the Agency	Category	Rate for theatres/ screens having seating capacity of 500 and above	Rate for theatres/ screens having seating capacity below 500
UFO Moviez india Ltd.	Prime Screen Time (PST)	Rs. 18/- for 10 seconds	Rs. 15.60/- for 10 seconds
QUBE Cinema Technologies Pvt. Ltd.	Prime Screen Time (PST)	Rs. 18/- for 10 seconds	Rs. 15.60/- for 10 seconds

(By order of the Governor)
Seena A N
Deputy Secretary

To:

The Managing Director, QUBE Cinema Technologies Pvt. Ltd.

The Managing Director, UFO Moviez india Ltd.

All Heads of Departments

All Departments in Secretariat

The Registrar, High Court, Ernakulam (with C.L)

The Secretary, Kerala Public Service Commission (with C.L)

The Registrar, All Universities

Head of the various Boards, Corporations, Local Self Government Institutions; Autonomous Bodies, Public undertakings, Govt. Missions, Various Govt. Commissions, Govt. owned companies

Private Secretary to Hon'ble CM

Private Secretaries to all Ministers

PA to Chief Secretary

PA to Addl. Chief Secretary

CA to DPR

All Deputy Directors, Regional Deputy Directors, I&PRD

Information Officer (Advt.)

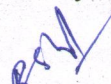
All District Information officers

Registrar, C-DIT, Thiruvananthapuram

PRD Website

Stock file /Office copy

Forwarded /By order


Section Officer