

**GOVERNMENT OF KERALA****Abstract**

Information & Public Relations Department - Empanelment of Theatre Agency - Inclusion of M/s Khushi Advertising Ideas Pvt. Ltd. - Fixing of advertisement rates – Orders Issued

INFORMATION AND PUBLIC RELATIONS (D) DEPARTMENT

G.O.(P)No.3/2026/I&PRD Dated,Thiruvananthapuram, 26-03-2026

- Read 1. G.O (Rt) No. 193/2018/I&PRD, dtd. 20.07.2018
2. G.O(P) No. 9/2021/I&PRD, dtd. 29.12.2021
3. Request for Empanelment dated 03.08.2023 & 18.12.2025 received from M/s Khushi Advertising Ideas Pvt. Ltd.
4. Standing Committee Meeting held on 09.01.2024
5. Rate Contract No. D3/11/2026/I&PRD, dtd. 18.02.2026 between the Director, I&PRD and the Managing Director, Khushi Advertising Ideas Pvt. Ltd.

ORDER

As per the G.O read as 1st paper above advertisement rates were fixed for the theatre agencies and the same has been modified vide the G.O read as 2nd paper above. As per the request read as 3rd paper above Khushi Advertising Ideas Pvt. Ltd. submitted application for empanelment under the category of Theatre Agencies. The Departmental Standing Committee for Media Empanelment and Grievance Redressal held as per 4th paper above recommended the inclusion. Government have examined the matter in detail and approved the recommendations of the Standing Committee. As per the Rate Contract read as 5th paper above, agreement was signed between the Director, I&PRD and the Managing Director, Khushi Advertising Ideas Pvt. Ltd. to fix advertisement rates.

In the above circumstances, Government are pleased to include the Khushi Advertising Ideas Pvt. Ltd. in the Media List for Theatre Agencies for screening advertisements in Cinema Theatres and to fix the advertisement rate as detailed below. A discount of 15% in the advertisement rates shall be charged from the Empanelled Agency and the Agency is eligible for getting GST applicable from time to time. The rate given below will stand in force for the exhibition of Government Advertisements for two years from the date of the Rate Contract read as 5th paper

above signed between the parties and will remain until a new GO in this regard comes into force. The conditions specified in the GO read as 2nd paper above are applicable to M/s Khushi Advertising Ideas Pvt. Ltd. also.

| <i>Name of the Agency</i> | <i>Category</i> | <i>Rate for theatres/ screens having seating capacity of 500 and above</i> | <i>Rate for theatres/ screens having seating capacity below 500</i> |
|------------------------------------|-------------------------|--|---|
| Khushi Advertising Ideas Pvt. Ltd. | Prime Screen Time (PST) | Rs. 18/- for 10 seconds | Rs. 15.60/- for 10 seconds |

(By order of the Governor)
K BIJU I A S
SECRETARY

To:

The Managing Director, Khushi Advertising Ideas Pvt. Ltd, 8th Floor, S-46, Alappatt Heritage Building, M.G Road, Kochi, Ernakulam-682035

All Heads of Departments

All Departments in Secretariat

The Registrar, High Court of Kerala (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 Sector Undertakings, Govt. Missions, Various Govt. Commissions, Govt. Owned Companies

Private Secretary to the Hon'ble CM

Private Secretaries to all Ministers

OSD to the Chief Secretary

PA to the Secretary, I&PRD

CA to the Director, I&PRD

All Deputy Directors/ Regional Deputy Directors, I&PRD

Information Officer (Advt & Mktg.)

All District Information officers

Registrar; C-DIT, Thiruvananthapuram

I&PRD Website

Stock File /Office Copy

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Section Officer