



Government of Kerala
Information Office
Information - Public Relations Department
Kerala House, New Delhi - 110001
Tel/Fax: 011-23360349

No. IOND/22/2023-IandPRD

21/10/2023

Invitation for Expression of Interest

Sub:- Information Office, New Delhi- IITF 2023- Kerala Pavilion- Inviting Expression of Interest for Public Relations Campaign-reg.

Ref:- Letter No. C1/158/2023/I&PR dated 10/10/2023

Expression of Interest is invited from experienced art firms/ art directors/ PR service providers for promotional activities of Kerala, participating as *Partner State* in the 42nd edition of India International Trade Fair (IITF-2023) at Pragati Maidan, New Delhi to be held from 14th -27th November 2023. The submissions should be furnished to the undersigned on or before **26/10/2023 at 3 pm** in the address given below.

The successful agency/art firms/ art directors should provide promotional activities/ curtain raiser programs in Delhi as per the requirement. All or any of the submissions can be rejected by the undersigned/DPR without assigning any reason. Selection will be purely based on merit and experience.

Details of the requirement are furnished below:

- **PR Campaign, Media Campaign and Social media Campaign may include attractive & modern forms like flash mob traditional forms like Chendamalam etc. for promotional activities**
- **Other forms of cultural promotions.**
- **The agency/ art firms /art directors should mention their PR strategy, design and outcome in the quote along with the total amount.**
- **A comparison between qualities of performance will be considered to award the work.**
- **Any kind of compromise on quality of performance will not be allowed.**
- **The agency/ art firms /art directors should present the video proofs, other experience certificates and bio data along with the submissions/documents.**

Address

Information Officer
Information Office, Information - Public Relations Department
Room No. 251, Kerala House, 3-Jantar Mantar Road, New Delhi - 110001

Information Officer

Sini K. Thomas
Information Officer
I&PRD, Govt. of Kerala
Kerala House, New Delhi

Copy to:

Director, I-PRD, Government Secretariat, Thiruvananthapuram
Notice Board- Kerala House, New Delhi