



TEXPROCIL

THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
(Sponsored By Government of INDIA)

Engineering Centre, 5th Floor, 9 Mathew Road, Mumbai - 400 004.
Maharashtra State, INDIA.

Website: <https://www.texprocil.org> | E-mail: info@texprocil.org

Tel.: 91-22-49444000, 23632910-12

E Serve No. 141 of 2018

November 12, 2018

**Sub: - Advertising / Sponsoring opportunity on CNBC Awaaz TV
Channel
through TEXPROCIL**

Dear Award Winners,

At the outset the Council congratulates all the winners of the Annual Export Award 2017-2018. As you are aware, the Council held its annual export award function at Hotel Hyatt Regency in Mumbai on November 03, 2018. Hon'ble Union Minister of Textiles Smt Smriti Zubin Irani distributed the awards to the proud award winners.

We are happy to inform you that for the first time the Council has partnered with the popular TV news channel 'CNBC Awaaz' for live recording of the program and will be screening the same as a 30 minute special episode on the TV news channel towards the end of November 2018. There will also be one repeat telecast of the episode thereafter.

The Channel has made available an opportunity to the winning members to relay their paid AV advertisement during the screening of the special episode on 'CNBC Awaaz' news channel. The techno-commercial specifications received from the channel are provided below:

Format required: DV PAL MOV

Ratio: 4:3

Dimensions: 720 x 576

Time Slots available & Advertising options:

10 sec AV film: Rs. 1 lacs (+ applicable taxes)

20 sec AV film: Rs. 2 lacs (+ applicable taxes)

30 sec AV film: Rs. 3 lacs (+ applicable taxes)

In case any sponsor wants to create a broadcast AV for their company, the channel would be happy to create the same at an additional cost as below:

10 sec AV film: Rs. 1 lacs (+ applicable taxes)

20 sec AV film: Rs. 2 lacs (+ applicable taxes)

30 sec AV film: Rs. 3 lacs (+ applicable taxes)

Final Deadline: 19th November 2018. (We request you to send a link to your final AV advertisement in the desired format along with a confirmation of total amount payable towards sponsorship and AV creation if applicable.)

Kindly note there is a limited **Free Commercial Time (FCT) of 120 sec** during the screening of the special episode. Those award winning companies interested to avail of this advertising / sponsoring opportunity may write to us on email: rajesh@texprocil.org; smitta@texprocil.org

This is for your information please.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

::TEXPROCIL::

