



**Hindu Khatik Samaj Economic Development Corporation Limited
(HKSEDC Ltd.)**

(Subsidiary of Mahatma Phule Backward Class Development Corporation Ltd.)



HKSEDC Ltd. invites quotations from experienced publicity / media / advertising agencies (empanelled on DGIPR) for undertaking promotional activities for a period of six months for undertaking publicity of corporation's schemes with the objective of reaching to the eligible beneficiaries as per scope of work mentioned below.

The quotation for the above-mentioned work shall be submitted **only through Sealed envelope at office address. 14A/14B, First Floor, Mittal Chambers, 227, Nariman Point, Mumbai - 400021**

Last Date of Submission: Monday, August 10, 2026, 03:00 PM.

For more information please visit:

<https://mpbcdcl.maharashtra.gov.in>.

Email: hksedcl@gmail.com

Sd /-

**Managing Director
HKSEDC Ltd.**

Notice Inviting Quotations

HKSEDC Ltd invites sealed/email quotations from experienced publicity / media / advertising agencies (empanelled on DGIPR) for undertaking promotional activities for a period of six months for undertaking publicity of corporation's schemes with the objective of reaching to the eligible beneficiaries. At present, information about the Corporation's schemes is being disseminated through website/mobile-based information and information leaflets. However, for effective publicity and outreach of these schemes, it is necessary to use the following modes of communication. Accordingly, the scope of work is as follows:

Scope of Work

1. Media Plan

- Prepare an annual media strategy.
- Plan publicity through newspapers, periodicals, radio, television and digital news portals.
- Prepare press notes, press releases and plan press conferences.
- Coordinate with newspapers and other media for publication and broadcasting at the State level.
- Conduct media monitoring and submit publicity reports.

2. Social Media Plan

- Prepare a content calendar for Facebook, Instagram, X (Twitter), YouTube, LinkedIn and other official social media platforms.
- Prepare monthly posts in Marathi, Hindi and English.
- Prepare static posts, carousels, infographics, reels, short videos and motion graphics.
- Prepare information and success stories related to various schemes.
- Prepare testimonials from beneficiaries.
- Run paid campaigns for social media publicity.
- Submit monthly analytics reports.

3. Creative Content

- Information brochure.
- Pamphlets / leaflets.
- Posters.
- Banners.
- Standees.
- Stationery.
- Flex designs.
- E-brochure.
- PowerPoint presentation.
- Informative booklet.
- Annual report design.

4. Video Production

- Information videos on schemes.
- Beneficiary success stories.
- Documentary film.
- Publicity films.

- Short videos for social media.
- Animated explainer videos.

5. Public Relations

- Press release management.
- Arrangement of press conferences.
- Media coordination.
- News article management.
- Preparation of special articles.

6. Digital Publicity

- Google display advertising.
- Social media boosting.
- SMS marketing.
- E-mail marketing.
- WhatsApp creatives.
- Digital banners.

7. Outdoor Publicity

- Hoardings.
- LED screen publicity.
- Bus panels.
- Branded walls, panels and banners.
- Exhibition stalls.
- Public awareness material.

8. Event Publicity

- Scheme launch events.
- Beneficiary meetings.
- Entrepreneurship workshops.
- District-level programmes.
- Special campaign branding.

9. Reports and Documentation

- Monthly work reports.
- Media coverage reports.
- Social media analysis.
- Compilation of beneficiary responses.
- Photo and video documentation of programmes.

Required Resources

- Project Manager
- Media Coordinator
- Social Media Manager
- Graphic Designer
- Video Editor
- Content Writer (Marathi / Hindi / English)
- Photographer / Video Operator
- Public Relations Officer

Expected Deliverables

- Annual media plan.

- Monthly content calendar.
- Regular social media posts.
- Video production as per requirement.
- Publicity material.
- Media coverage reports.
- Social media analytics.
- Photo and video documentation of programmes.
- Monthly and final work reports.

Technical Qualification

- Registered company/LLP/firm with GST & PAN
- Registered with DGIPR
- Minimum 3 years' experience of similar kind of work
- Worked with at least 1 department of Government of Maharashtra
- Average turnover of at least Rs.30 lakhs during last two Financial Years
- Not blacklisted
- ISO certificate (at least 14001)

Financial Quotation Format

Sr.	Particular	Amount (Rs.)
1	Monthly retainer fees (including the cost of resources and their charges)	
2	Charges for promotional activities on various social media channels – Average cost/media channel can be provided by bifurcating the required various types of media	
3	Charges for development of required materials (jingles, hoardings, video clips, posters, booklets, banners, etc) – Average cost/media material can be provided	
4	Charges for creation of digital content (video clips, any other)	
Grand Total with All taxes includes		

Other detailing such as number of advertisements, hoardings, posts, jingles, video clips, etc to be published on the above-mentioned media platforms shall be finalized at the time of selection of bidder.

Terms and conditions

1. All the publicity material shall remain the property of HKSEDC Ltd.
2. Payment shall be milestone based.
5. HKSEDC Ltd. reserves the right to accept/reject any quotation without assigning reasons.

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