

BHEL::BAP::RANIPET:C&PR**ESTIMATE FOR TENDER ADVERTISEMENT IN NEWS PAPERS****BAP:HR:C&PR:TARC2012****ANNEXURE - VII**

Sl.No	NEWSPAPER	EDITION	Advertisement requirements for 1 year (tentative)		ANTICIPATED VOLUME OF ADVT (for 1 year) in sq cms
			size of ad in sq cm	no. of Ad release	
1	Dinamani	All Editions	30	3	90
		Chennai & Vellore	30	3	90
2	Daily Thanthi	All Editions	48	13	624
		Chennai & Vellore	30	3	90
3	Dinamalar	All Editions	40	11	440
		Chennai & Vellore	30	3	90
4	Dinakaran	All Editions	30	3	90
		Chennai & Vellore	30	3	90
5	The Hindu	All Editions	48	25	1200
		Wednesday oppurtunities	30	3	90
6	The Hindu + Business Line	All Editions	40	10	400
7	Indian Express + Financial Express	All Editions	48	15	720
8	Deccan Cronicle	All Editions	48	5	240
		Chennai	30	3	90
9	Times of India	All Editions	40	5	200
		Chennai	30	3	90
10	Economic Times	All Editions	30	3	90
		Chennai	30	3	90
11	Times of India + Economic Times	All Editions	40	10	400
12	Hindustan Times	All Editions	48	8	384
13	Business Standard	All Editions	30	3	90
14	Employment News	Delhi (English, Hindi & Urudu)	200	1	200
15	The New Indian Express	South Editions	48	20	960
16	Indian Trade Journal	Quarter Page	qtr page	5	5 x qtr page
17	Dainik Baskar	All Editions	30	3	90
18	DNA	All Editions	30	2	60
19	Andra Jyothi	All Editions	30	3	90
20	Enadu	All Editions	30	3	90
21	Financial Times	Global	20 col.cm	3	60 col cm
22	Dainik Jagran	All Editions	30	3	90
23	Hidustan (Hindi Daily)	All Editions	30	3	90
24	Rajasthan Patrika	All Editions	30	3	90
25	Hindi Milap	All Editions	30	3	90
26	Telegraph	All Editions	30	3	90
27	Statesman	All Editions	30	3	90

NOTE: 1. The above data is based on previous year record

2.The total anticipated value of business for next one year is Rs 165 lacs.

This volume of business is only indicative and subjected to change depending upon the actual requirements of BHEL, Ranipet

3. The size and no.of Ad release indicated against each publication may change according to requirements of BHEL, Ranipet