



KERALA STATE ELECTRICITY BOARD Ltd

(Incorporated under the Companies Act, 1956)

Vydyuthi Bhavanam, Pattom

Thiruvananthapuram - 695 004

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CIN: U40100KL2011SGC027424

ABSTRACT

Advertisement on the back side of the KSEBL electricity bills-Approval of the bidder-Sanctioned - Orders issued.

CORPORATE OFFICE (IT)

B.O(FTD)No.696/2020(No.IT/CU/Bills-Adv/2020-21) Thiruvananthapuram, dt 16.11.2020

Read: 1. B.O(FTD)No.376/2019(No.IT/CU/Bills-Adv/2019-20) TVPM, dt 09.05.2019.
2. Note No.IT/CU/Bills Adv/2020-21/273 dated 03/11/2020 of the Chief Engineer (IT,CR & CAPs) submitted to the FTD (Agenda 38/11/20).

ORDER

B.O read as 1st above, had accorded sanction for printing advertisement on the back side of the thermal paper used for printing electricity bills and authorized the Chief Engineer (IT, CR & CAPs) to invite an EOI for the same. Accordingly an EOI was invited on 22-07-2019. But no firms have responded for the EOI and hence the EOI was invited again on 22-07-2020. Only one firm, M/s Silver Campaigns, Noida has submitted bid for this EOI.

M/s Silver Campaigns is having experience in similar advertisement programs of electricity utilities in India. They have offered to supply 50,000 thermal paper rolls per month free of cost to KSEBL, with KSEBL approved advertisements printed on the back side, at their preferred seven districts viz. Thiruvananthapuram, Kollam, Kottayam, Alappuzha, Ernakulam, Thrissur, Kozhikode.

KSEBL is using Spot Billing Machines(SBM) with thermal papers for printing electricity bills. About 60 lakh consumers are to be billed every month by KSEBL using Spot Billing Machines. The total requirement of paper rolls for KSEBL every month comes about 98500 rolls. These thermal papers are now being procured locally by the Deputy Chief Engineers concerned.

The matter was placed before FTD as per note read as 2nd above. Having considered the matter in detail, the Full time directors in their meeting held on 04.11.2020

1. Resolved to accord sanction to select the single bidder, M/s Silver Campaigns for supplying predetermined quantity of thermal paper rolls with KSEBL approved advertisements printed on the blank space on the back side of the thermal paper, at various Circle offices situated at the districts, Thiruvananthapuram, Kollam, Kottayam, Alappuzha, Ernakulam, Thrissur and Kozhikode and to allow the selected bidder to

- deliver the thermal paper rolls, used in the spot billing machines, to the seven Electrical Circle offices located at various districts mentioned above .
2. Further resolved to authorize the Chief Engineer (IT, CR & CAPs) to issue work order and execute agreement with M/s Silver Campaigns.

Orders are issued accordingly

By Order of Full Time Directors

sd/-

LEKHA.G

Company Secretary(i/c)

To

The Chief Engineer (IT,CR & CAPs), Vydyuthi Bhavanam, Thiruvananthapuram.

The Chief Engineer, Distribution – South / Central / North / North Malabar

Copy to:-

The Deputy Chief Engineers all Electrical Circles.

The CIA, KSEBL, Vydyuthi Bhavanam, Thiruvananthapuram.

The Company Secretary.

The TA to Chairman & Managing Director / Director (D,IT & HRM)

The PA to the Director (Finance) / Secretary (Admin)

The Fair Copy Superintendent

Library / Stock File

Forwarded / By Order



Assistant Engineer