



कर्मचारी भविष्य निधि संगठन
(श्रम एवं रोजगार मंत्रालय, भारत सरकार)
EMPLOYEES' PROVIDENT FUND ORGANISATION
(Ministry of Labour & Employment, Govt. of India)
मुख्य कार्यालय / Head Office
भविष्य निधि भवन, 14-भोकाजी कामा प्लेस, नई दिल्ली-110 066.
Bhavishya Nidhi Bhawan, 14, Bhikaiji Cama Place, New Delhi - 110 066.

File No. Publicity I(2)2011/

Dated: 16.05.2011

To

All Additional Central P.F. Commissioners (Zonal Offices)
The Director (NATRSS)
All Regional P.F. Commissioners (Regional Offices)
All Officer-in-charge (Sub Regional Offices)
All Officer-in-charge (Zonal Training Institutes)

Subject:- Advertisement campaign on EPF in private T.V channels
- Media plan - regarding.

Sir,

Our organisation is going to launch another massive advertisement campaign through private T.V channels from 18th May 2011 to 24th May 2011 in which five spots on EPF will be telecasted for creating awareness about the EPF Act and Schemes. A copy of the media list containing the names of the private T.V channels in which these spots will be telecasted is enclosed.

Yours faithfully,

Encl: Media plan

(Anil O.K)

Regional P.F. Commissioner-I (Publicity)

DAVP
RO-May-Telecast- 2011
(23109/0001/2011/AV)

**Duration of plan
18/05/2011 to 24/05/2011**

Channel	Time Band	Spot Per Day	Spot Duration	No. of Days	Remark
1 - Colors-[HINDI GEC]	8pm-11pm	1	30sec - 3 spots	7	1 spot to be run on 20,23,24 May, 2011 for 30sec spots
2 - Imagine TV-[HINDI GEC]	8pm-11pm	1	30sec - 7 spots	7	
3 - SAB TV-[HINDI GEC]	8pm-11pm	1	30sec - 7 spots	7	
4 - SONY ENTERTAINMENT TELEVISION -[HINDI GEC]	8pm-11pm	1	30sec - 7 spots	7	
5 - STAR PLUS-[HINDI GEC]	8pm-11pm	1	30sec - 3 spots	7	1 spot to be run on 20,23,24 May, 2011 for 30sec spots
6 - ZEE TV-[HINDI GEC]	8pm-11pm	1	30sec - 3 spots	7	1 spot to be run on 20,23,24 May, 2011 for 30sec spots
7 - AAJTAJ-[HINDI NEWS]	7am-9am	2	30sec - 14 spots	7	
	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
8 - IBN 7-[HINDI NEWS]	7am-9am	2	30sec - 14 spots	7	
	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
9 - INDIA TV-[HINDI NEWS]	7am-9am	2	30sec - 14 spots	7	
	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
10 - India News-[HINDI NEWS]	7am-9am	2	30sec - 14 spots	7	
	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
11 - STAR NEWS-[HINDI NEWS]	7am-9am	2	30sec - 14 spots	7	
	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
12 - ZEE NEWS-[HINDI NEWS]	7am-9am	2	30sec - 14 spots	7	
	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
13 - SET MAX-[HINDI CINEMA]	8pm-11pm	1	30sec - 7 spots	7	
14 - STAR GOLD-[HINDI CINEMA]	8pm-11pm	1	30sec - 7 spots	7	
15 - Zee Cinema-[HINDI CINEMA]	8pm-11pm	1	30sec - 7 spots	7	
16 - 9 X M-[HINDI MUSIC]	12noon-7pm	2	30sec - 14 spots	7	
	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
17 - MTV-[HINDI MUSIC]	12noon-7pm	2	30sec - 14 spots	7	
	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
18 - AXN-[ENGLISH GEC]	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	1	30sec - 7 spots	7	
19 - CNN/IBN-[ENGLISH NEWS]	7am-9am	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
20 - NDTV 24X7-[ENGLISH NEWS]	7am-9am	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	

21 - TIMES NOW-[ENGLISH NEWS]	7am-9am	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
22 - HBO-[ENGLISH MOVIES]	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	1	30sec - 7 spots	7	
23 - STAR MOVIE-[ENGLISH MOVIES]	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	1	30sec - 7 spots	7	
24 - AWAAZ-[BUSINESS CHANNELS]	12noon-7pm	2	30sec - 14 spots	7	
	9am-12noon	4	30sec - 28 spots	7	
25 - CNBC TV 18-[BUSINESS CHANNELS]	12noon-7pm	2	30sec - 14 spots	7	
	9am-12noon	4	30sec - 28 spots	7	
26 - NDTV PROFIT-[BUSINESS CHANNELS]	12noon-7pm	2	30sec - 14 spots	7	
	9am-12noon	4	30sec - 28 spots	7	
27 - ZEE BUSINESS-[BUSINESS CHANNELS]	12noon-7pm	2	30sec - 14 spots	7	
	9am-12noon	4	30sec - 28 spots	7	
28 - DISCOVERY-[NICHE CHANNELS]	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	1	30sec - 7 spots	7	
29 - NATIONAL GEOGRAPHIC CHANNEL-[NICHE CHANNELS]	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	1	30sec - 7 spots	7	
30 - SAHARA SAMAY MP/Chhattishgarh-[NICHE CHANNELS]	8-11pm	2	30sec - 14 spots	7	
	07 PM - 08 PM	1	30sec - 7 spots	7	1 spot to be run from 18-23 and 2 on 24 May, 2011 for 30sec spots
31 - STAR JALSHA-[BANGLA GEC]	08 PM - 11 PM	2	30sec - 8 spots	7	
	7pm-8pm	1	30sec - 7 spots	7	1 spot to be run from 18-23 and 2 on 24 May, 2011 for 30sec spots
32 - ZEE BANGLA-[BANGLA GEC]	8pm-11pm	2	30sec - 8 spots	7	
	7am-9am	2	30sec - 14 spots	7	
33 - 24 Ghanta-[BANGLA NEWS]	8pm-11pm	2	30sec - 14 spots	7	
	7am-9am	2	30sec - 14 spots	7	
34 - STAR ANANDA-[BANGLA NEWS]	8pm-11pm	2	30sec - 14 spots	7	
	7am-9am	2	30sec - 14 spots	7	
35 - ETV GUJARATI-[GUJARATI GEC]	7am-9am	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
36 - TV 9 (Gujarati)-[GUJARATI NEWS]	7am-9am	2	30sec - 14 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
37 - ETV KANNADA-[KANNADA GEC]	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
38 - Zee Kannada-[KANNADA GEC]	7pm-8pm	1	30sec - 7 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
39 - SUVARNA NEWS-[KANNADA NEWS]	7am-9am	2	30sec - 14 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
40 - TV 9 (Karnataka)-[KANNADA NEWS]	7am-9am	2	30sec - 14 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	
41 - ZEE MARATHI-[MARATHI GEC]	7pm-8pm	1	30sec - 4 spots	7	1 spot to be run on 19,21,23,24 May, 2011 for 30sec spots
	8pm-11pm	1	30sec - 7 spots	7	
42 - Star Majha-[MARATHI NEWS]	7am-9am	2	30sec - 14 spots	7	
	8pm-11pm	2	30sec - 14 spots	7	

43 - Zee 24 Taas-[MARATHI NEWS]	7am-9am	2	30sec - 14 spots	7
	8pm-11pm	2	30sec - 14 spots	7
44 - Zee Talkies-[MARATHI MOVIES]	12noon-7pm	1	30sec - 7 spots	7
	8pm-11pm	1	30sec - 7 spots	7
45 - ASI ANET-[MALAYALAM GEC]	7-8pm	1	30sec - 7 spots	7
	8-11pm	2	30sec - 14 spots	7
46 - Indiavision News-[MALAYALAM NEWS]	7am-9am	2	30sec - 14 spots	7
	8pm-11pm	2	30sec - 14 spots	7
47 - Manorama News-[MALAYALAM NEWS]	7am-9am	2	30sec - 14 spots	7
	8pm-11pm	2	30sec - 14 spots	7
48 - ETV - RAJ-[RAJASTHAN GEC]	7pm-8pm	1	30sec - 7 spots	7
	8pm-11pm	2	30sec - 14 spots	7
49 - Zee Tamizh-[TAMIL GEC]	7-9am	2	30sec - 14 spots	7
	8-11pm	2	30sec - 14 spots	7
50 - Seithighal-[TAMIL NEWS]	7-9am	2	30sec - 14 spots	7
	8-11pm	2	30sec - 14 spots	7
51 - Raj Ditigal Plus-[TAMIL MOVIES]	12noon-7pm	2	30sec - 14 spots	7
	8pm-11pm	1	30sec - 7 spots	7
52 - GEMINI TV-[TELUGU GEC]	12noon-7pm	2	30sec - 14 spots	7
	7am-9am	1	30sec - 7 spots	7
53 - TV 5 TELUGU NEWS-[TELUGU NEWS]	8pm-11pm	2	30sec - 14 spots	7
	7am-9am	1	30sec - 7 spots	7
54 - TV 9 - Telugu-[TELUGU NEWS]	8pm-11pm	2	30sec - 14 spots	7
	7pm-8pm	1	30sec - 7 spots	7
55 - ETV ORIYA-[ORIYA GEC]	8pm-11pm	2	30sec - 14 spots	7
	7pm-8pm	1	30sec - 7 spots	7
56 - O TV-[ORIYA NEWS]	8pm-11pm	2	30sec - 14 spots	7
	7am-9am	1	30sec - 14 spots	7
57 - ETV UP-[UP GEC]	8pm-11pm	2	30sec - 14 spots	7
	7pm-8pm	1	30sec - 7 spots	7
58 - SAHARA SAMAY UP/Uttarakhand-[UP GEC]	8pm-11pm	1	30sec - 7 spots	7
	7am-9am	1	30sec - 7 spots	7
59 - Zee News UP-[UP GEC]	8pm-11pm	1	30sec - 14 spots	7
	7-9am	1	30sec - 7 spots	7
60 - ETV URDU-[URDU]	8pm-11pm	2	30sec - 14 spots	7
	7pm-8pm	1	30sec - 7 spots	7
61 - DY 365-[NORTH EAST]	8pm-11pm	1	30sec - 7 spots	7
	12-7pm	2	30sec - 14 spots	7
62 - NE TV - NORTH EAST TELEVISION-[NORTH EAST]	7-8pm	4	30sec - 28 spots	7
	12noon-7pm	2	30sec - 14 spots	7
63 - News Live-[NORTH EAST]	8pm-11pm	4	30sec - 28 spots	7
	12noon-7pm	2	30sec - 14 spots	7
64 - Rang-[NORTH EAST]	8pm-11pm	4	30sec - 28 spots	7
	12-7 pm	2	30sec - 14 spots	7
65 - Sadhna News Bihar/Jharkhand-[]	8-11 pm	4	30sec - 28 spots	7
	7-8 pm	1	30sec - 7 spots	7
	7-9 am	2	30sec - 14 spots	7
	8-11 pm	2	30sec - 14 spots	7