

Consulate General of India

Sydney

Expression of Interest

The Consulate General of India, Sydney is planning to run an advertisement campaign in the movie theatres across Sydney. The advertisement material would be video clippings of Government of India business initiatives and could be run in the movie theatres.

The objective of the advertisement campaign is to spread awareness among the people of Australia about the major initiative of Government of India like 'Make in India' and attract investment from Australia to India.

On this basis, the Consulate General of India, Sydney invites Expression of Interest from relevant movie advertisement companies for the above mentioned campaign in Sydney in between October 2017 – January 2018 spanning a period of 4-6 weeks.

The advertisement campaign would include the following:

1. Liaising with the movie theatre chains of Sydney
2. Optimising the value of the campaign through planning for maximum outreach
3. Choosing the right theatres and movies to capture the targeted section of audience to propagate the message
4. Follow up and finalize the movie show timings for the advertisement screening

Expression of Interest is invited from the interested local parties/organisations by EoB **28th September, 2017**.

Interested parties may send their full profile, experience in similar ventures and cost proposals to:

Consul (Commercial)

Consulate General of India

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OR

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