



Directorate of Knowledge Management in Agriculture

Indian Council of Agricultural Research

Krishi Anusandhan Bhavan, Pusa, New Delhi-110012

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F. No. 24-1/2017 GAS (DKMA)

Dated: 13.06.2017

OFFICE ORDER

The Project Director DKMA has been pleased to empanel the following Audio-Video production agencies/firms for the audio-video production of ICAR on the approved rates:

S.No.	Name and address of firm	S.No.	Name and address of firm
1	M/s Nepathya Communications #429, DDA Flats, Badarpur, Mathura Road, New Delhi-110044 rawatsureshs@gmail.com PH: 919810282222	2	M/s Envirovision D-2, First Floor, Abul Fazal Enclave, Jamia Nagar, Okhla, New Delhi-110025 zakir.envirovision@gmail.com +919891395077
3	M/s Neuteq Entertainment Pvt.Ltd B-1/32, Malviya Nagar, New Delhi-110017 nuteqentertainment@gmail.com +9198910041815	4	M/s Masslogy Communications 251/C, Sector-19, Rohini, Delhi-110089 Yogesh Chamadia-+919868932823
5	M/s Film Ambition G-60, Raj Nagar, Part-2, Palam Colony, New Delhi-110077 praja_dabral@rediffmail.com film_ambition@yahoo.com +919810974880	6	M/s Lakshaya Entertainment Pvt.Ltd 189B/B-4, Safdarjung Enclave, New Delhi-110029 lakshaya51@gmail.com 011-46024828/26517316
7	M/s Dot-Spot Production 5, Khatri Plaza, 2 nd Floor, New Rajinder Nagar, New Delh-110060 dspmedia@gmail.com 011-28741556/28741701	8	M/s Neelam Recording Pvt. Ltd Head Off. Block E, Building No. 134, Street No.-5, Pandav Nagar, Delhi-110092 info@neelam.in 01-22758376/22757200
9	M/s Gurudev Films Pvt. Ltd 29/207, C.S.R. Mhada Complex, Opp. Ekta Nagar, Kandivali (W), Mumbai-400067 kewalsinghheer@gmail.com +919869553639	10	M/s Navyug Productions 137-A, Arjun Nagar, Safdarjung Enclave, New Delhi-110029 navyugproduction@gmail.com 011-26173229/+919811508303
11	M/s Banyan Infomedia Pvt. Ltd 186, 2 nd Floor, Siddhartha Enclave, Near Ashram Chowk, New Delhi-110014 Sanjay Pandey-+919811701330	12	M/s Bhavya Productions 6/2 Prem Nagar, Janakpuri, New Delhi-110058 bhavyaproductions@yahoo.co.in Dolly Singh-+919811138374

13	M/s Gautami Creative Arts H. No. 6, 3 rd Floor, Lane No. 8, Block No. 5, Geeta Colony, Delhi-110031 gautamicreativearts10@gmail.com E. Krishna Rao +919871803548	14	M/s Master Mind Production WZ-38 IInd Floor, (RHS) Chaukhandi Extn. (Near Raj Cinema), Tilak Nagar, New Delhi-110018 mproduction2007@gmail.com 011-28741249/+919871214756
15	M/s Kreatives Media 8A/34G, Lower Ground Floor, WEA, Karol Bagh, New Delhi-110005 kreativesmedia@gmail.com +919810312433/011-25713280	16	M/s Shristi Picture F-1/134-135 (Basement), Lajpat Nagar-I, New Delhi-110024 srishtipictures@gmail.com Vinita Banerjee +919910007127
17	M/s Comfed Productions Pvt. Ltd H-1583, Chitrangan Park, New Delhi-110019 comfed@gmail.com Satish +919811023326	18	M/s Super Ads Office 9/13, 1 st Floor, East Patel Nagar, Opp. (Hotel Siddharth), New Delhi-110008 superads.media@gmail.com +919820135617
19	M/s Vaibhav Visual International Production A-120, WZ-283, Clock Tower, Hari Nagar, New Delhi-110064 vaibhavvisuals@gmail.com Sanjay Kumar +919811321879	20	M/s Krishna Vision AK-4, Ara Kashan Road, Paharganj, New Delhi- 110055 krishna_vision@yahoo.co.in Lav Chawla +919312221212
21	M/s Trikuta Communications Pvt. Ltd T-9 (Basement), Green Park Ext., New Delhi-110016 trikutacommunications@gmail.com Pankaj Mahajan +91997191815/9717045129	22	M/s Rajkarne Waves Media Pvt. Ltd Navjeevan Lakdipul Mahal, Nagpur-440034 mediawavesngp@gmail.com Sandeep +919967232611
23	M/s Ad Ventures 35, Vivekanandpuri, Near Behind Sarai Rohilla Police Station, Delhi-110007 adventures90@gmail.com Suman Bhalla +919868265430	24	M/s Marigold Films 7-B, 1 st Floor, Guru Nanak, National Park, Lajpat Nagar-IV, New Delhi-110024 marigoldint@rediffmail.com Sharda Arora 011-24371566
25	M/s Creative Channel A-44, S-2 Gate No. 3, Mahendri Enclave, G.T.K. Road, Delhi-110033 Vikesh Seth +919810234074	26	M/s Cinema Graphers 3E/11, Jhandewalan Extn., New Delhi-110055 cinemagraphers@gmail.com Ashok Rawal +919810136080
27	M/s Prachar Communications Ltd. Sankeet Apartments, B Wing, Sant Janbai Marg, Off. Hanuman Road, Vill Parle (East), Mumbai-400057 (M.H.), E-mail: mail@prachar.in Suryakant M Gupta +922-42111390	28	M/s Vibhore Video Vision Pvt Ltd 213, Gupta Place, A2/42, Rajouri Garden, New Delhi-110027 devendrachopradirector@gmail.com Devendra Chopra +919810553618/011- 25462062
29	M/s Feswa Communications Pvt. Ltd 108, Thapar Chamber, DBG Road, New Delhi-110055 fcpldir@gmail.com 011-23583081	30	M/s Nomad Films Ltd A 301/302, Roseidon Tower, Panch Marg, Off Yari Road, Versova, Andheri (W), Mumbai-400061, Ph: 91 2226302080 junaid@nomadfilmsindia.com
31	M/s Damaniya International 275, 2 nd Floor, Bank Enclave, Laxmi Nagar, Delhi-110092 damaniyainternational@gmail.com Pradeep +919899803086	32	M/s Taliem Corp. Off. 6280, B-9, Vasant Kunj, New Delhi-110070 pinku.biswas@yahoo.com 011-24526040/26124488

33	M/s Shahsi Sumeet Production Pvt. Ltd Grandeur, 603/604, 6 th Floor, Opp. Gundecha Symphony, Veera Desai Road Extn, Andheri(W), Mumbai-400053(MH)	34	M/s Smriti Films D-Block, Ample Heights, Bawadia Kalan, Close to Mahindra Petrol Pump, Bhopal-462039 Ph: Aarav +91942504945 aartigsum@yahoo.com
35	M/s Softline Studio Services C-125, Lajpat Nagar-I, New Delhi-110024 softlinestudio@yahoo.co.in Sanjay Bansal 011-29824218/29814218	36	M/s Infodesign Solutions 73 Gautam Apartments, Gulmohar Park Road, New Delhi-110049 megha@infodesign.in Megha Mehta+ 919968302488/ 01- 26862127
37	M/s Aakriti Advertising E-23-B, Lajpat Nagar-II, New Delhi-110024 aakritiadv@gmail.com 011-29815747	38	M/s Manav Films L-67, 2 nd Floor, Street No. 20, New Mahavir Nagar (Tilak Nagar), Delhi-110018 manavfilms@gmail.com Sanjay Raina-+919999601466/9818258937
39	M/s Hussain Films C-1/101, Taj Enclave, Link Road, Geeta Colony, Delhi-110031 hussaintvdrama@gmail.com S. Nazim Hussain-+919810868908	40	M/s A.M. Films And Advertising F-1101, The Residency Ardee City Gate#2, Sector-52, Gurgaon-122003, Haryana bkumar@amfilmsindia.com +91981028545/+91830355988
41	M/s Padmashri Productions Pvt. Ltd Rohan Enclave, S.No. 39/A/2, Flat No. C, 12 Dapodi, Pune-411012, India Flat No. 701, Tower 19, Vipul Greens, Sohna Road, Gurgaon-122002, Haryana peml_62@yahoo.com padmashriproductions@gmail.com	42	M/S P.R. Professionals Flat No. 507, Kumudi Apartment, Nasirpur, Near Sabji Market Mandi, Dwarka Phase-I, New Delhi-110045 info@prprofessional.in Nishant Virmani-+919560384817
43	M/s Moonage Films R-543, Top Floor, New Rajinder Nagar, New Delhi-110060 rubysinghnizami@yahoo.co.in Ruby Singh-+919811661672	44	M/s Bottomline 3/7, Old Rajinder Nagar, Shankar Opp., Sanatan Dharm Mandir, New Delhi-110060 E-mail: davinder12b@gmail.com Davinder Singh +919810050422
45	M/s Ankit Productions A-15, Joshi Colony, II nd Floor, I.P. Extension, Patparganj, Delhi-110092 ankitproductions@gmail.com Pradeep Jain +919811469228	46	M/s Deep Communications 25, Pocket, 11, Sector 24, Rohini, New Delhi-110085 deepcommunication15@gmail.com +919254271044/9810053360
47	M/s Genesis Media Pvt. Ltd C-7, Ground Floor, Nizamuddin West, New Delhi-110013 kala@genesismediamail.com Kala Iyer- 011-1059898/41069898/41039898	48	M/s Anju Visual F1183 (LGF), C.R. Park, New Delhi-110019 anjuvisuals@gmail.com Kuldeepak- 011-29542647/29541767
49	M/s Creators Crew Pvt Ltd 171, 1st Floor, A.G.C.R Enclave, Delhi-110092 kumarmeena2011@gmail.com +919810719755	50	M/s The Compro 1133, Sector 17-B, IFFCO Colony, Gurgaon-122001 thecompro@hotmail.com R.S. Sharma-+919868110369
51	M/s J.K. Entertainment Pvt. Ltd E-502, Pearls Gateway Towers, Sector-44, Noida-20301 (U.P.) Sharad Dutt +919871638080	52	M/s R.N. Productions J-1201, Aditya Mega City, Vaibhav Khand, Indirapuram, Ghaziabad-201014 (U.P.) rn_production@yahoo.com Renu Negi +919810091825

53	M/s Prakriti India Pvt. Ltd 8/14 Ground Floor, East Patel Nagar, New Delhi-110008 prakritimedia@hotmail.com Laxmi Kaur +919871749898/9871549898	54	M/s Shardha Arts And Communications TP-9, Trident Park, Danish Kunj-I, Near Danish Kun Gate, Kolar Road, Bhopal, Madhya Pradesh-462032 mukundbpl@gmail.com Mukund Sharma +919826010459
55	M/s Video Age B-3/47C, Lawrence Road, Keshav Puram, Delhi-110035 sandysh27@hotmail.com Sandeep Sharma +919818623943	56	M/s Goldmine Advertising H.O. Mumbai, The Summit, Western Express Highway, Near Hanuman Road, Vile Parle(E), Mumbai-400057 (MH) Pratik Singla-+912226262020
57	M/s Credence Media Solution Pvt. Ltd B-82, First Floor, Panchsheel Vihar, Near Triveni Complex, Malviya Nagar, New Delh-110017 rakeshandania@gmail.com Rakesh Andania- 011-29542647/29541767	58	M/s Candle Light Communications 246, DDA Flats, Opp. 'A' Block, Dilshad Colony, New Seemapuri, Delhi-110095 anjum.masood@gmail.com Anjoom Masood-+919871969479
59	M/s Cine Sisters Communications J-56, Old Seemapuri, Delhi-110095 mamta.karanwal@gmail.com +919911497822	60	M/s India News Communications Ltd. B-121, Sector 71, Noida-201301(UP) info@inclgroup.com 0120-2484101/2484105
61	M/S Swati Productions Office-61, IInd Floor, Old Rajinder Nagar Market, New Delhi-110060 swatiproduction@gmail.com +919899409607		

The above listed firms are empaneled for a period of three years i.e. up to 31.06.2020, however the empanelment period can be extended for one more year on the basis of performance. The approved rates for the Audio-video production agencies is enclosed as Annexure-I.



(Dr. V. K. Bharti)

Under Secretary, DKMA

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Dated: 13.06.2017

ANNEXURE-I

RATES FOR AUDIO/VIDEO PRODUCTIONS

RADIO SPOTS/JINGLES

1. **Radio Spot:** The consolidated rates may be given for radio creatives which have only words/speech, and do not involve composition of original music. Rates (in Rs.)

Duration of Radio Spot	Master Version	Language Version	Re-recording	Shorter Version or Re-editing of old Spots
Up to 30 seconds	9,500/-	8,550/-	4,750/-	2,850/-
Up to 60 seconds	14,250/-	11,400/-	4,750/-	2,850/-
60-120 seconds	Pro Rata based on 60 seconds rate	Pro Rata based on 60 seconds rate	4,750/-	2,850/-

2. **Radio Jingle/Song/Signature Tune:** The consolidated rates may be given that are applicable to radio creatives which are partially or fully music based, with original composition. Rates (in Rs.)

Duration of Radio Jingle	Master Version	Language Version (with same or separate music track)	Re-recording	Shorter Version or Re-editing of old jingles/song/tuner
Up to 30 seconds	20,000/-	12,500/-	8,000/-	4,512/-
Upto 60 sec.	28,500/-	14,250/-	9,500/-	4,750/-
60-120 sec.	Pro Rata based on 60 seconds rate	Pro Rata based on 60 seconds rate	9,500/-	4,750/-

Definition of Consolidated Rates for Spot/Jingle/Song/Signature Tune: The consolidated rates include charges for script, production with good voices & music/audio and following software, master CD, one broadcast copy of CD and client copy of CD.

Re-recording charges for Spot/Jingle/Song/Signature Tune: These charges would be admissible if script is changed after production is carried out as per the approved script and artists have to be called again for recording. No charges would be admissible if changes in spot/jingle can be made only

through editing, within six months of the approval of the spot, even if spot was made as per approved script. This would include one broadcast CD copy and one client CD copy.

VIDEO SPOT/FILMS

Video Spot/Documentaries/Telefilms: The consolidated rates of Video Spot/Jingle/Documentaries/Telefilms shot on HD format (Rates in Rs.)

Duration	Master in English/Hindi	Dubbing in Hindi/English/Regional Language	Language Version	Re-voiceover	Re-shooting charges	Re-editing charges	35/16 mm film
Video Spot							
Up to 10 seconds	1,00,000/-	10,000/-	75,000/-	6,000/-	20,000/-	5,000/-	7,00,000/-
Up to 30 seconds	1,50,000/-	15,000/-	1,00,000/-	8,000/-	25,000/-	10,000/-	7,00,000/-
Up to 60 seconds	3,50,000/-	20,000/-	2,50,000/-	10,000/-	35,000/-	15,000/-	7,00,000/-
Above 60 seconds to 120 seconds	Pro Rata based on 60 seconds rate	Pro Rata based on 60 seconds rate	Pro Rata based on 60 seconds rate	Pro Rata based on 60 seconds rate	Pro Rata based on 60 seconds rate	Pro Rata based on 60 seconds rate	Pro Rata based on 60 seconds rate
Documentaries/Spots/Telefilms							
From 2 to 5 mts	2,50,000/-	20,000/-	1,50,000/-	10,000/-	25,000/-	15,000/-	5,00,000/-
Above 5 to 15 mts	4,50,000/-	45,000/-	2,25,000/-	12,000/-	30,000/-	18,000/-	9,00,000/-
Above 15 to 30 mts	5,50,000/-	50,000/-	2,50,000/-	12,000/-	30,000/-	18,000/-	11,00,000/-
Above 30 mts	Pro Rata based 30 mts rate	Pro Rata based 30 mts rate	Pro Rata based 30 mts rate	Pro Rata based 30 mts rate	Pro Rata based 30 mts rate	Pro Rata based 30 mts rate	Pro Rata based 30 mts rate

Explanation of Consolidated Rate for Video spots/Telefilms/Documentaries: The consolidated rate includes charges for script, detailed shot-by-shot storyboard (for Video-spots), Location, all travel expenses, models, anchors, shooting,


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