



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

BRAND BUILDING:

ICSI PUBLICITY CAMPAIGN - PRASAR BHARATI:

TV / FM Channel	Date (s)	Timings
All India Radio- National [189 Stations Across India covering remote & rural areas across India]	1st February, 2013 to 31st March, 2013. (59 Days)	One Spot aired daily before morning News (between 7:55 AM- 8:00 AM)
Doordarshan National Network [Number one Channel in terms of absolute viewership. It covers 92% of the population reaching out to interiors / rural / semi urban/ metros.]	21st February, 2013 to 07th March 2013 (15 Days)	DD- National : Two Spots will be aired daily before 8:00 PM News & in the Mid-break of the 8:00 PM News (8:00PM -8:15PM) on DD- National DD- News: 15 Spots daily during Prime time and 15 Spots during Non-Prime time on DD-News. Co-Sponsorships of Afternoon / Morning News Bulletin.

The Spots are also hosted on the Homepage of ICSI website.

Links for TV/Radio Spots:

<http://www.youtube.com/watch?v=xbLOfcoMCM0> (TV Spot)

<http://www.youtube.com/watch?v=0SCUeH8vfzw> (Radio Spot 1 - AIR National)

<http://www.youtube.com/watch?v=EqMHVvjf96I> (Radio Spot 2 - AIR National)

ICSI ADVERTISEMENTS IN DELHI METRO TRAINS:

With a view to create awareness, Posters on CS Course / Student advertisements are being displayed on Panel sets of 10 Bombardier Trains of **Delhi Metro running between Line III / IV (Dwarka - Noida / Vaishali)**, the busiest routes of Delhi Metro with over 12 lakhs commuters per day. The posters are on display from 18th February 2013 for a month long activity.



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