



Divisional Office, Jeevan Bima Marg, Pandri, Raipur-492004

Ref: Sales / 2026-27 / NEWS PAPER ADVERTISEMENT

Date: 22.04.2026

To,

Dear Sir/Madam,

Re: **Quotation for Publication of News Paper Advertisement Rates for current F.Y. upto 31.03.2027.**

Quotations are invited for Rates for publication of News Paper Advertisement in Sealed envelope marked **“Quotation for Rates for publication of News Paper Advertisement”**. We required rate for One Hindi and one English Daily News paper published from Raipur. (Raipur Edition including Jagdalpur and Durg Rajnandgaon)

News Paper	Language	Raipur Edition including Jagdalpur and Durg Rajnandgaon	Type of Advertisement	Card Rate	Corporate Discounted Rate for LIC	Agency Discount	Net Rates per Sq. c.m. (shall be exclusive of GST) For current F.Y. upto 31.03.2027.
DAINIK BHASKER	Hindi	---DO---					
NAV BHARAT	Hindi	---DO---					
HARIBHUMI	Hindi	---DO---					
PATRIKA	Hindi	---DO---					
NAIDUNIYA	Hindi	---DO---					
DESHBANDHU	Hindi	---DO---					
HITAVADA	English	---DO---					
CRONICAL	English	---DO---					
TIMES OF INDIA	English	---DO---	Tender Adv. Recruitment Adv. Premises Adv.				

- Tender fee (Non refundable) Rs. 250/- + GST 18%, Total 295/- (Rs. Two Hundred Ninty Five only) to be submitted along with the Tender.
- Please quote the rate for **Raipur Edition including Jagdalpur and Durg Rajnandgaon** in attached form.
- These Rates shall be exclusive of GST. GST will be paid as per applicable rates.
- Post/Courier/By Hand in such a way that **it should reach us on or before 04.05.2026 up to 05.00 PM.**
- Received Tenders within scheduled time will be opened on 05.05.2026 at 11.30 AM at Sales deptt. Divisional Office Raipur CG.**
- The quotation in a **SEALED envelope marked “Quotation for Publication of News Paper Advertisement Rate”**. should reach at **Sales Deptt., LIC OF INDIA, DIVISIONAL OFFICE, PANDRI, RAIPUR (C.G.) latest by 5.00 PM on 04.05.2026.** Quotations received after the time will be rejected.
- LIC reserves the right to reject any tender in part or full without assigning any reason.
- Any tender not in compliance with the above terms and conditions and the specifications, will be liable to be rejected.
- Any conditional Tender and any modifications in the tender shall not be considered.
- Tender validity will be for current F.Y. upto 31.03.2027.**

Yours faithfully,

Senior Divisional Manager

# Rate for publication of News Paper Advertisement

(Please send in sealed envelope)

To,

SR. DIVISIONAL MANAGER  
LIC OF INDIA  
DIVISIONAL OFFICE, "JEEVAN PRAKASH "  
JEEVAN BIMA MARG, PANDRI, RAIPUR (C.G.)

Sub:- Rate for Publication of News Paper Advertisement.

In compliance to your letter dated **22.04.2026** calling for quotations news Paper Advertisement (Tender Rates) We are quoting our agencies rates for the news paper advertisement (Rates per Sq CM) **Raipur Edition including Jagdalpur and Durg Rajnandgaon.**

News Paper	Language	Raipur Edition including Jagdalpur and Durg Rajnandgaon	Type of Advertisement	Card Rate	Corporate Discounted Rate for LIC	Agency Discount	Net Rates per Sq. c.m. (shall be exclusive of GST) For current F.Y. upto 31.03.2027.
DAINIK BHASKER	Hindi	---DO---					
NAV BHARAT	Hindi	---DO---					
HARIBHUMI	Hindi	---DO---					
PATRIKA	Hindi	---DO---					
NAIDUNIYA	Hindi	---DO---					
DESHBANDHU	Hindi	---DO---					
HITAVADA	English	---DO---					
CRONICAL	English	---DO---					
TIMES OF INDIA	English	---DO---	Tender Adv. Recruitment Adv. Premises Adv.				

All the Terms & Conditions of Tender as Mentioned in Tender calling letter, accepted by us.

**Signature & Seal of the Firm/Agency**