

**GOVERNMENT OF KERALA****Abstract**

Department of Tourism- Intus Media Pvt.Limited-Kerala Life
Socio-Cultural Magazine-Cover Advertorial-Release of
Advertisement-Sanction Accorded-Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.264/2025/TSM Dated,Thiruvananthapuram, 08-05-2025

Read 1 Advertisement Proposal submitted by the Intus Media
Pvt. Limited, Tvpm.

2 Letter No.DOT/1122/2025-M1 dated 28.04.2025 from the
Director, Tourism.

ORDER

The Intus Media Pvt. Limited,Thiruvananthapuram, as per letter
read as 1st paper above has submitted a proposal requesting for
release of advertisement of Kerala Tourism in the *Kerala Life*
socio-cultural magazine.

2. The Director, Tourism , as per letter read as 2nd paper above,
has recommended the proposal and has proposed to meet the
expenditure in this regard from the Head of Account 3452-80-104-
98-00-34-03 PV Marketing (Plan).

3. Government have examined the matter in detail and are pleased
to accord sanction to the Director of Tourism to expend an amount
of ₹5,00,000/- (*Rupees Five Lakhs Only*) from the Head of
Account *3452-80-104-98-00-34-03 PV Marketing (Plan)*, towards
release of advertisement for Cover Advertorial in the *Kerala Life* ,
socio-cultural Magazine.

4. The Intus Media Pvt.Limited ,shall furnish a Utilization Certificate to the Director of Tourism within three months of receiving the sanctioned amount and the Director of Tourism shall verify the authenticity of the Utilisation Certificate

(By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park View,
Thiruvananthapuram.

The Intus Media Pvt.Limited , Sasthamangalam PO, Tvpm-10
(through the Director of Tourism)

The Principal Account General (Audit), Kerala,
Thiruvananthapuram.

The Sub Treasury Officer, Sub Treasury, Vellayambalam,
Thiruvananthapuram

The Information & Public Relations Department (for uploading in
the website)

Stock File/Office Copy

Forwarded /By order

Section Officer

Copy to:

1. PS to Minister, Tourism Department
2. PA to Secretary, Tourism Department.
3. CA to Additional Secretary, Tourism Department