



GOVERNMENT OF KERALA

Abstract

Tourism Department- Facstory Media Pvt. Ltd. (THE CUE)-Kerala Tourism Digital Advertorial Campaign - Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.102/2026/TSM Dated,Thiruvananthapuram, 14-02-2026

Read 1 Proposal submitted by the Business Development Manager,THE CUE,Factstory Media Private Limited

2 Letter No.DOT/9/2026-M1,dated 24.01.2026 from the Director of Tourism.

ORDER

The Facstory Media Pvt. Ltd. (THE CUE) as per letter read as 1st paper above had submitted a proposal for a Kerala Tourism digital advertorial campaign, including curated stories, a reel, and banner advertisements.

2. The Director, Tourism , as per letter read as 2nd paper above, has recommended the proposal for appropriate decision 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. Taking into account the fact that the proposal is designed to showcase Kerala's attractions through digital storytelling, Government are pleased to accord sanction to the Director of Tourism to expend an amount of **₹2,00,000/-** (Rupees Two Lakhs Only) from the Head of Account

3452-80-104-98-00-34-03 PV Marketing (Plan), towards Kerala Tourism digital advertorial campaign, including curated stories, a reel, and banner advertisements by THE CUE, Facstory Media Pvt.

4. The Business Development Manager, THE CUE, Facstory Media Pvt. Ltd., 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 Business Development Manager, Facstory Media Pvt. Ltd. (THE CUE) (through the Director of Tourism)

The Principal Account General (Audit), Kerala, T hiruvananthapuram.

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 the Minister TSM
- 2.CA to the Secretary, TSM
- 3.CA to the Additional Secretary, TSM