



GOVERNMENT OF KERALA

Abstract

Election Department – SIR 2026 - Advertisement made on popular Dailies on 02.11.2025 and 09.11.2025 – Payment of advertisement charges – Sanction accorded – Orders issued.

ELECTION (EQUIPMENT) DEPARTMENT

G.O.(Rt)No.669/2025/ELEC Dated,Thiruvananthapuram, 17-12-2025

Read Government Letters No.EE2/160/2025-ELEC Dated
01.11.2025, 07.11.2025

ORDER

As per the letters read above, direction was given to the Director, PRD to publish advertisements regarding SIR 2026 Awareness among Voters in Kerala on 02.11.2025 and 09.11.2025. Accordingly, the advertisements were published and the invoices from the following dailies have been received, as detailed below:

Sl. No.	Name of Newspaper	Invoice No. and date	Date of Publishing the Advt	Amount
1	The Hindu	10538070 dated 02.11.2025	02.11.2025	2,55,434
2	Mangalam	MDT 1355/2025-26 dated 02.11.2025	02.11.2025	1,95,109
3	The Hindu	10541477 dated 09.11.2025	09.11.2025	2,55,434
4	Mathrubhumi	321000058981 dated 21.11.2025	09.11.2025	14,77,385
5	Mangalam	MDT 1410/2025-26 dated 09.11.2025	09.11.2025	1,95,109
Total				23,78,471

(Rupees Twenty Three Lakh Seventy Eight Thousand Four

Hundred and Seventy One only)

2. The invoices have been verified and found that the claims are in accordance with the approved Government (PRD) rates. Hence, sanction is accorded for the payment of ₹23,78,471 (Rupees Twenty Three Lakh Seventy Eight Thousand Four Hundred and Seventy One only) to the above mentioned Dailies towards their charges for publishing advertisements as instructed vide letters read above.

3. The expenditure in this regard will be met from the Head of Account "2015-00-103-99-34-03-OC" from the current year's budget provision. The Election (Accounts) Department will make necessary arrangement to disburse the amount to the above dailies through their bank account details shown below and to deduct TDS and other taxes if any, at existing rates.

Sl No.	Name of Newspaper	Name of Bank & Branch	Bank Account	PAN	IFSC
1	Mangalam	The Kerala State Co-Operative Bank Ltd, Fort Main Branch	103310801000092	AACCM2086K	KSBK0001033
2	The Hindu	ICICI Bank Ltd, Nungambakkam, Chennai	000905028043	ICIC000009	AAGCT1726K
3	Mathrubhumi	SBI, Vanchiyur	40276262215	AAACT8521G	SBIN0007211

(By order of the Governor)

SHARMILA C

**ADDITIONAL SECRETARY & ADDITIONAL CHIEF
ELECTORAL OFFICER**

The dailies concerned

The Accountant General (A&E/ Audit), Kerala, Thiruvananthapuram

The Sub Treasury Officer, Secretariat Sub Treasury,

Thiruvananthapuram

Election (Accounts) Department (with invoices in original).

Web & New Media (For publishing in the Website)

Stock file/ Office Copy. [EE2/160/2025/ELEC]

Forwarded /By order

Section Officer

