



GOVERNMENT OF KERALA

Abstract

Tourism Department- Departmental Working Group on Plan Schemes (2025-2026)-Proposal for Middle East OTT Campaign-Targeting Arab Markets 2025-26- Administrative Sanction Accorded-Orders issued.

TOURISM(B)DEPARTMENT

G.O.(Rt)No.285/2025/TSM Dated,Thiruvananthapuram, 21-05-2025

Read 1 GO(Ms) No.3/2019/TOUR dated 30.05.2019

2 Letter No.DOT/1022/2025-M4 dated 28.04.2025 from the Director of Tourism

3 Minutes of the Departmental Working Group Meeting on Plan Schemes 2025-26 held on 05.05.2025

ORDER

The Director of Tourism as per his letter read above had submitted a proposal relating to *Middle East OTT Campaign -Targeting Arab Markets 2025-26*, before the Departmental Working Group for sanctioning an amount of ₹56,64,000/-(Rupees Fifty Six Lakhs Sixty Four Thousand only) including GST .

2. The Departmental Working Group on Plan Schemes 2025-26 that met on 05.05.2025 examined the proposal in detail and approved the same as detailed below:-

Platform	Asset	Ad Duration	Delivery	Placement
Starzplay	Video Ads	30 Seconds (Skippable after 15")	1 Million Impressions	Across Inventory (Hollywood blockbusters, Arabic series, Sports)
			Total	Rs. 47,00,000
			Creative Upload Cost	Rs. 1,00,000
			Total incl. Upload Cost	Rs. 48,00,000
			GST	Rs. 8,64,000
			Total incl. GST	Rs. 56,64,000

3. Government have examined the matter in detail, and are pleased

to accord sanction to the Director of Tourism to expend an amount of ₹ **56,64,000/- (Rupees Fifty Six Lakhs Sixty Four Thousand only)** including GST from the head of account **3452-80-104-98-00-34-03-P-V-MARKETING (PLAN)**, for the project **Middle East OTT Campaign-Targeting Arab Markets 2025-26**, limiting the expenditure to this year's budget provision, and subject to following conditions:-

(i) The expenditure shall be limited to the sanctioned amount

(ii) The payment shall be made against the vouchers furnished by the respective firms

(iii) The total bill Amount shall be the amount of invoice + Agency Commission.

4. The Director of Tourism shall also ensure that all the procedural and codal formalities and the conditions stipulated in the Government Order read above shall strictly be adhered to

By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park view,
Thiruvananthapuram

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

The Accountant General (Economic & Revenue Sector Audit), Kerala,
Thiruvananthapuram.

The Finance Department.

Tourism (A) Department

The Planning & Economic Affairs Department.

The Chief (I&I) Division, State Planning Board, Pattom,
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 :

PS to Minister, Tourism.

PA to Secretary, Tourism.

CA to Additional Secretary, Tourism