



**GOVERNMENT OF  
KERALA**

**Abstract**

Department of Tourism- PRYMEWITNESSTV (OPC)  
Private Limited- Advertisement Campaign for Kerala  
Tourism -Sanction accorded - Orders issued.

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**TOURISM(B) DEPARTMENT**

G.O.(Rt)No.35/2025/TSM Dated,Thiruvananthapuram, 24-  
01-2025

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Read 1 Letter dated 18.12.2024 submitted by The CEO,  
PRYMEWITNESSTV (OPC) PRIVATE LIMITED  
2 Letter No.DOT/53/2025-M1 dated 08.01.2025 from  
the Director of Tourism

**ORDER**

The CEO, PRYMEWITNESSTV (OPC) Private Limited ,  
as per letter read as 1<sup>st</sup> paper above has submitted a proposal  
for advertisement campaign for Kerala Tourism at a total cost  
of ₹2,00,000/- for 5 million total views/ month.

2. The Director, Tourism , as per letter read as 2<sup>nd</sup> 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 and 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 advertisement campaign for Kerala  
Tourism in PRYMEWITNESSTV (OPC) Private Limited

4. The CEO, PRYMEWITNESSTV (OPC) Private 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 CEO, PRYMEWITNESSTV (OPC) Private Limited (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