Media UPDATE No. 05/ 2011

March 9, 2011

Brand Building - Telecast / Broadcast of TV / Radio Spots on CS from March 12, 2011 on DD National Channel / DD News / DD Bharti / Radio Mirchi 98.3 FM Channel

With a view to creating Media Visibility for the CS Course & Profession, the Institute of Company Secretaries of India (ICSI) will telecast / broadcast Spots on Company Secretaries Course on DD National Channel / DD News/ DD Bharti / Radio Mirchi 98.3 FM for brand building.

Beginning from 12th March and continuing till last week of March 2011, the CS Spots will be aired on the following TV/ Radio Channels for an activity period of 15-20 days:

<table>
<thead>
<tr>
<th>TV/ FM Channel</th>
<th>Date (s)</th>
<th>Timings</th>
<th>Value Addition (s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DD – NATIONAL</td>
<td>12th March – 31st March, 2011 (20 days)</td>
<td>Two Spots will be telecast daily just before 8:00 PM News and in Mid Break of 8:15- 8:30 PM News (40 Spots for 20 days)</td>
<td>Co-Sponsorships of Afternoon / Morning News Bulletins</td>
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<tr>
<td>DD – NEWS</td>
<td>12th March – 31st March, 2011 (20 days)</td>
<td>➢ 350 spots for 20 days in Prime Time over DD News [8:00PM-11:00PM] ➢ 325 spots for 20 days in Non Prime Time over DD News</td>
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<tr>
<td>DD - BHARTI</td>
<td>12th March- 31st March 2011 (20 Days)</td>
<td>250 spots for 20 days over DD-Bharti Channel</td>
<td>Sponsorship Tag 3 sponsorships per day during the campaign.</td>
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<tr>
<td>RADIO MIRCHI 98.3 FM</td>
<td>12th March – 26th March, 2011 (15 days)</td>
<td>6 Spots will be will be Broadcast daily as per following schedule: Time Band: 9:00 AM - 1:00 PM- 2 Spots 1:00 PM - 4:00 PM- 2 Spots 5:00 PM – 9:00 PM- 2 Spots</td>
<td>RJ Mentions</td>
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The Spots are also hosted on the Homepage of ICSI website.

Links for TV/Radio Spots:

http://www.youtube.com/watch?v=xbLOfcoMCM0 (TV Spot)

http://www.youtube.com/watch?v=HOa7R8a-8qs (Radio Spot)

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