

<p>कोल इण्डिया लिमिटेड (भारत सरकार उपक्रम) (महारत्न कंपनी) 'कोल भवन', परमाइस सं 04. एमएआर, प्लॉट संएएफ-.-III, एक्शन एरिया 1-ए, न्यूटाउन, राजरहाट, कोलकाता 156 700- वेबसाइट: www.coalindia.in</p>		<p>COAL INDIA LIMITED (A Maharatna Company) (A Govt. of India Undertaking) 'Coal Bhawan', Premises No.04-MAR, Plot No-AF-III, Action Area -1A, New Town, Rajarhat Kolkata – 700 156 Website: www.coalindia.in</p>
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संख्या: सीआईएल:सी4सी: WAPCOS: 514.

दिनांक 31.03.2022

To,
Dr. Aman Sharma,
Chief Executive Director,
WAPCOS Limited,
76-C, Institutional Area, Sector-18,
Gurugram-122015, Haryana.

(WORK ORDER)

Sub: - "Media Analytics for Print/E-Paper/Social Media/Website & TV Aggregation & Search for Coal India Limited and its Subsidiaries" for a period of one year.
Ref: Your office letter No. WAP/BD-CIL/2021-22/259 dated 15.12.2021, letter No. WAP/Env/2022 dated 03.02.2022 and letter No. WAP/Envt-Data Analytics / BD/2021/360 dated 07.03.2022.

Dear Sir,

With reference to the above-mentioned letters, Coal India Limited is pleased to appoint WAPCOS Ltd as a consultant for "**Media Analytics for Print/E-Paper/Social Media/Website & TV Aggregation & Search for Coal India Limited and its Subsidiaries**" for a period of one year at a total cost of Rs.1,63,34,740/- (Rupees one crore sixty-three lakh thirty-four thousand seven hundred and forty) including all applicable taxes. The detailed scope of work, terms and conditions are as under:

Scope of work:

* Track, aggregate and display relevant news/views across social media, web, TV, print, e-paper magazines with details of reach/impressions of offline & online newspaper

- Will cover print/TV in multiple Indian languages including English, Hindi, Marathi, Kannada, Gujarati, Oriya, Bangla, Telugu and Tamil.
- A summary will be provided for all TV /Print clips for quick reference & analysis

* Analytics on the tonality for the article.

* Other analytics providing an insight on the region, company, topic, spokesperson etc being discussed

* All the above is provided in a neat, simple to use interface

In addition, WAPCOS will also integrate a customized media creative development which will provide CIL and its Subsidiaries with high quality print/audio-visual creative. Since this is a creative process, WAPCOS will be providing support through a dedicated 24/7 support centre.

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31/3/22

The features of the tool are summarized as below:

News Aggregation & Display

- * Track, aggregate and display relevant news/ views across social media, web, tv, print, e-paper, magazines with details or reach/impressions of offline & online newspapers
- * Social media: Track, aggregate and display relevant social media public posts across India tracking with details of reach/impressions
- * Web: Tracking & aggregation of relevant free general/industry sites/blogs/trade magazines/Journals/forums
- * Television: Track 28+ National news channels for relevant news and provide clippings of news with summary for ease of search and navigation
- * Print: Track 700+ publications, multiple editions across 100+ cities across India
- * TV and print covers English, Hindi as well as the following regional languages Marathi, Kannada, Hindi, Gujarati, Oriya, Bangla, Telugu and Tamil
- * A summary to be provided for tv/publications clips across the languages mentioned above for quick perusal

Analytic Features

- * Analytics supported through simple to comprehend graphs/tables.
- * The analytics shall cover:

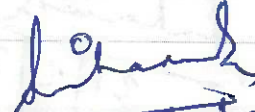
- Sentiment analysis for tonality
- Spokesperson analysis where applicable
- Mediums to measure impact of events, journalist, media.
- Study of messages by keyword theme/region.
- Location wise analysis to understand coverage and impact
- TV News channels wise coverage with industry figures to understand coverage
- Number views across websites to understand expected impact of a message
- Count of impressions on social media posts to understand reach and impact
- Integrate industry figures of print media to understand reach

Interactive Tool

- * Interactive dashboard with an easy-to-use customizable interface
- * Online tool freely accessible from any location, any time
- * Dashboard delivery on mobile app where required
- * Capability to download / favourite/ share/ email/ WhatsApp/ tweet/convert to pdf any article/ clip etc
- * Single dashboard for all mediums
- * Unlimited online archives with word search capability
- * Common keywords/ databases structure across mediums at the backend with ML/Image processing/ML enabled capabilities
- * Conditional access right management for various stakeholders

Features of Communication Media Design Service

- 24 X 7 X 365 support centre to create media displays for facebook/ twitter YouTube and Instagram with inputs from coal companies.
- Provide creative support across print/digital/video for social media
- Edit short clips for digital media for CIL and its Subsidiaries


31/3/22

- Provide a turnaround time of 24 hours (from the receipt of inputs/raw shots from CIL and its Subsidiaries) for generation of media creative
- Provide a depository (of content) that will be maintained and submitted to CIL
- Provide Infographics/video clips for social media support
- Provide above mentioned creative in English, Hindi, Marathi, Kannada.

Unlimited archive:

Unlimited archive capability for TV/Print media shared for the entire duration of the contract.

Breakup of the payment to WAPCOS for a period of one year at a total cost of Rs.1,63,34,740/- (Rupees One crore sixty-three lakh thirty-four thousand seven hundred and forty) including all applicable taxes are as under:

Component	Amount (Rs.)
Price for tool & services	1,27,00,000
Consultancy charges (@ 09%)	11,43,000
Sub - Total - A	1,38,43,000
GST @ 18% on (A) - B	24,91,740
Total	1,63,34,740

Methodology:

WAPCOS will organize a training program for multiple users enabling utilization / usage of the above mentioned "Media Analytics for Print/E-Paper/Social Media/Website & TV Aggregation & Search for Coal India Limited and its Subsidiaries" online tool.

The following Nodal Officers at CIL and its Subsidiaries will authorize multiple users for use of the online tool:

Company	Nodal Officer
Coal India Limited	Head of Public Relations
Bharat Coking Coal Limited	Head of Public Relations
Central Coalfields Limited	Head of Public Relations
Central Mine Planning & Design Institute	Head of Public Relations
Eastern Coalfields Limited	Head of Public Relations
Mahanadi Coalfields Limited	Head of Public Relations
Northern Coalfields Limited	Head of Public Relations
South Eastern Coalfields Limited	Head of Public Relations
Western Coalfields Limited	Head of Public Relations

WAPCOS will provide login and password to the various above-mentioned Nodal Officers and multiple users in their companies.

Terms & Conditions:

1. WAPCOS will organize a training program for multiple users enabling utilization / usage of the above mentioned "Media Analytics for Print/E-Paper/Social Media/Website & TV Aggregation & Search for Coal India Limited and its Subsidiaries" online tool. After completion of training WAPCOS shall intimate the same to Corporate Communications

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31/3/22

& PR Division, CIL and the period of one-year contract will commence from the next day.

2. Mode of Billing- Monthly basis.
3. WAPCOS will submit certificates from Head of PR / PRO of each Subsidiary including CIL with their monthly bill / invoice that the "Media Analytics for Print/E-Paper/Social Media/Website & TV Aggregation & Search for Coal India Limited and its Subsidiaries" online tool was operational and successfully working during the month for which the bill / invoice has been raised.
4. WAPCOS will ensure that there is no "downtime" for the "Media Analytics for Print/E-Paper/Social Media/Website & TV Aggregation & Search for Coal India Limited and its Subsidiaries" online tool and will issue a certificate along with the monthly bill / invoice.
5. GST invoice is to be submitted to Corporate Communications and PR Division, Coal India Limited, Kolkata on monthly basis in triplicate for payment.
6. The payment of consultancy services shall be made on monthly basis within a period of 21 days from the date and acceptance of your bill complete in all aspects as stated.
7. Bank mandate as per annexure enclosed is to be submitted for NEFT / RTGS.
8. The payment will be made through NEFT / RTGS as per the mandate form to be submitted by WAPCOS.
9. Payment Authority: General Manager (Finance), CIL, Kolkata.
10. WAPCOS to intimate the acceptance of this appointment within one week.
11. In the event of any deficiency of service from the consultant, CIL reserves the right to short close this appointment.
12. WAPCOS will ensure that it abides by all the laws related to and arising out of execution of this work order.
13. This work order with the terms and conditions will be deemed as the final binding contract between CIL and WAPCOS.
14. Any dispute arising out of or in respect of this work order will be subject to the jurisdiction of the Courts at Kolkata.

This issues with the approval of the Competent Authority.

Encl: As above.

Yours sincerely,


(Sritam Das) 31/3/22
Sr. Manager (P-PR)

Copy to:

1. The ED(Co-Ord) / TS to Chairman, CIL
2. The TS to Director (Finance), CIL
3. The CFO, CIL - PO No. 5700079158.
4. The GM, (Legal), CIL
5. The GM, (Vigilance), CIL
6. The GM, (CC&PR), CIL
7. ALL PR Heads / PRO's of Subsidiaries.