



**Telangana State Handicrafts Development Corporation Ltd.**  
**'Hasthakala Bhavan', Opp.Telephone Exchange, Musheerabad, Hyd.**

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**"Expression of Interest for undertaking Publicity about  
Golkonda Handicrafts Emporium"**

Applications are invited for expression of Interest (EOI) from experienced agencies undertaking Publicity via print, Electronic media and Web Marketing for popularizing the new trade mark / brand name of "GOLKONDA" given to the Handicrafts Emporia of T.S.Handicrafts Development Corporation Limited. The broad expectations are:

Specific strategies for "GOLKONDA" elaborating the historical / cultural legacy of Decani Culture as a Central theme besides other historical / cultural symbols like Kakatiya Dynasty.

- a) Type of branding / re-branding for Golkonda.
- b) Audio visual & print based promotional strategy
- c) Showroom / Exhibition based campaign.
- d) Other type of publicity (including online)

The objectives of all the above detailed outcomes in terms of visibility of the brand, increased marketing and sales turnover etc. should be clearly indicated in the proposal. Also indicate time frame and detailed processes of all strategies at concept level. Micro detailing to be indicated covering all aspects.

The agencies who would qualify in above parameters shall be invited to give financial details.

The last date for submission of proposals is on or before 16-08-2017 by 4.00 p.m.

The documents may be sent through registered post / Courier in favour of Managing Director, T.S.H.D.C. Ltd. The TSHDC Ltd is not responsible for any delay or loss of documents in transit or post.

*Shanajal* 22/7/17  
VC & MANAGING DIRECTOR

To  
Dy.Manager (Tech)  
HEAD OFFICE