

## **MUMBAI METROPOLITAN REGION DEVELOPMENT AUTHORITY**

Bandra-Kurla Complex, Bandra (East), Mumbai -51. Tel: 26590001/04. Fax: 91-022-26591264

Email: [mmrda@giasbm01.vsnl.net.in](mailto:mmrda@giasbm01.vsnl.net.in). Website: [http:// www.mmrdamumbai.org](http://www.mmrdamumbai.org)

### **PUBLIC RELATIONS AGENCY - EXPRESSION OF INTEREST**

Mumbai Metropolitan Region Development Authority proposes to appoint a PUBLIC RELATIONS Agency to support on board system and develop a communication strategy to suggest way head vis-à-vis image making and brand recall. The MMRDA would also expect the Agency to develop mass communiqué as far as all the crucial projects being implemented today and in future.

The Agency is expected to understand mega projects undertaken by MMRDA and communicate about the same with public at large.

Handling media, maintaining relations with the media, developing media data, prepare documentation, special articles, regular press releases; project relevant presentations, website and spreading project information in Mumbai Metropolitan Region and beyond would be few other core responsibilities for the interested Public Relations agencies.

The interested Agencies can collect Terms of Reference (ToR) from MMRDA, 1<sup>st</sup> floor, MMRDA Building, Plot No C-14 & C-15, Bandra-Kurla Complex, Bandra (East), Mumbai – 51 Contact – 26594153.

The interested Agencies fulfilling above criteria, and more, shall send proposal by Registered post or deliver in person on all working days giving details as above on or before 5.00 pm on December 11, 2009 in sealed envelope super scribing “**EOI for P. R. Agency**” to Mr.Dilip Kawathkar, Jt. Project Director (PR), 3<sup>rd</sup> Floor, MMRDA Building, Plot No C-14 & C-15, Bandra-Kurla Complex, Bandra (East), Mumbai - 51.

Short listed Agencies shall be required to make a Power Point Presentation to stake their claim.

MMRDA reserves all rights to accept or reject any or all proposals without assigning any reasons.

Mumbai  
Date : 27/11/2009

**(Ratnakar Gaikwad)**  
Metropolitan Commissioner