



**MAHARASHTRA SMALL SCALE INDUSTRIES DEVELOPMENT CORPORATION LIMITED**  
(A Government of Maharashtra Undertaking)

Tel No: 022-22611123

KrupanidhiBldg,  
9, WalchandHirachand Marg,  
Ballard Estate, Mumbai – 400 001  
Date: 10.04.2026

Ref: ADMN/Tender Enquiry/2026-27/CR-538/

**TO BE DISPLAY ON WEBSITE**

To,

**Sub: Tender Enquiry for Execution of followers/ Subscribers Campaign on Social Media.**


The competitive rates are invited for following work.

<b>Platform</b>	<b>Facebook</b>
Campaign Type	<b>Page Like</b>
Cost Type	Cost per Page Like
For Estimated Results in 30-Days <b>30000</b>	Estimated cost per result
For Estimated Results in 60-Days <b>60000</b>	Estimated cost per result
For Estimated Results in 90-Days <b>90000</b>	Estimated cost per result

<b>Platform</b>	<b>Linked-in</b>
Campaign Type	<b>Followers</b>
Cost Type	Cost per Subscriber
For Estimated Results in 30-Days <b>20000</b>	Estimated cost per result
For Estimated Results in 60-Days <b>40000</b>	Estimated cost per result
For Estimated Results in 90-Days <b>50000</b>	Estimated cost per result

**Terms & Conditions:**

- I. The interested party should ensure valid traffic (Follower or Subscribers) only, with campaign executed solely through platform approved Ad formats and no bot-based or inorganic growth.
- II. The estimated costs shall be inclusive of campaign management fees, GST.
- III. The interested party must have earlier experience in similar type of campaign with significant achievement. Experience certificate/work order in this respect must be enclosed.
- IV. Validity of the Quotation should be 90 days.
- V. Quotation should be submitted in sealed envelope in the name of the Managing Director, MSSIDC Ltd., Krupanidhi Building, 2<sup>nd</sup> Floor, 9, Walchand Hirachand Marg, Ballard Estate, Mumbai- on or before 17.04.2026 up to 1.00 pm. Quotation received after due date & time will not be accepted.
- VI. The payment will be made within 15 days from the date of receipt of tax invoice and valid proof of enhancement of followers/subscribers on Facebook/ Linked-in social media platform during the currency of the work order.
- VII. MSSIDC reserves right to accept/reject any/all quotation/s without assigning any reasons.

  
Managing Director  
MSSIDC Ltd, Mumbai