



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

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

Date: 23.04.2026

TO BE DISPLAY ON WEBSITE

Extension No. 1

To,

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

Ref: This Office T.E. No. ADMN/Tender Enquiry/2026-27/CR-538 Dt. 10.04.2026.

Due to poor response, the due date for submission of offers in sealed envelopes for execution of followers/ subscribers campaign on social media is extended upto 30.04.2026. Other terms & conditions remain unchanged.

**Asstt. Manager
MSSIDC Ltd.**



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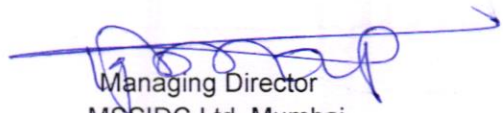
The competitive rates are invited for following work.

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

Platform	Linked-in
Campaign Type	Followers
Cost Type	Cost per Subscriber
For Estimated Results in 30-Days 20000	Estimated cost per result
For Estimated Results in 60-Days 40000	Estimated cost per result
For Estimated Results in 90-Days 50000	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, 2nd 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