



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: 24.02.2026

Ref: ADMN/Tender Enquiry/2025-26/CR-

TO BE DISPLAY ON WEBSITE

To,

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

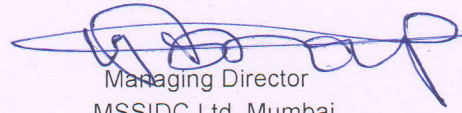
The competitive rates are invited for following work.

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	YouTube
Campaign Type	Subscriber
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 be empanelled with DGIPR. Copy of letter of empanelment must be attached.
- II. 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.
- III. The above estimated costs are including of any campaign management fees and any other cost.
- IV. 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.
- V. Validity of the Quotation should be 90 days.
- VI. 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 06.03.2026 up to 1.00 pm. Quotation received after due date & time will not be accepted.
- VII. MSSIDC reserves right to accept/reject any/all quotation/s without assigning any reasons.


Managing Director
MSSIDC Ltd, Mumbai