



## **MUMBAI METROPOLITAN REGION DEVELOPMENT AUTHORITY**

(A Government of Maharashtra Undertaking)

Plot Nos. C-14 & 15, Bandra-Kurla Complex, Bandra (E),  
Mumbai – 400 051. Tel. 26590001-04 Fax: 26591264.

Website: [www.mmrda.maharashtra.gov.in](http://www.mmrda.maharashtra.gov.in)

### **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 communication as far as all the crucial projects implemented by MMRDA are concerned.

The Agency is expected to understand mega projects undertaken by MMRDA and communicate the relevance of the same, through print and electronic media, to the public at large.

Handling media, maintaining media relations, developing media data, preparing documentation, special articles, regular press releases, project relevant presentations and disseminating project information in Mumbai Metropolitan Region and beyond would be few other core responsibilities for the appointed public relations agency.

The interested Agencies can collect Terms of Reference (ToR), on all working days, from **MMRDA, 1st floor, MMRDA Building, Plot No. C-14 & 15, Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051**. The Agencies may **contact 26594153** for more information.

The interested Agencies, fulfilling above criteria, shall send proposals as mentioned in the ToR under procedure for "Submission of Proposal" by Registered Post or deliver in person, on all working days, **on or before July 22, 2013 till 5 pm**. The sealed envelopes super scribing "**EOI for PR Agency**", be addressed to **Mr. Dilip Kawathkar, Jt. Project Director (PR)**, 1<sup>st</sup> Floor, MMRDA Building, Plot No. C-14 & 15, Bandra-Kurla Complex, Bandra (East), Mumbai – 400 051.

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

Mumbai

Date: 4/7/2013

**Joint Project Director (PR)**

Fulrani

Size : 8 x 14 cm.