

BUREAU OF INDIAN STANDARDS
(Think, Nudge & Move Department)

CIRCULAR

Our Ref: TNMD/Media Plan (E) Radio (2020-21)

25 February 2021

Subject: Campaign to promote Hallmark through All India Radio.

It is circulated for information of all that All India Radio is broadcasting 5 minutes sponsored radio programme (skit) highlighting the various aspects of Hallmark (Total Episodes 30) over different stations of AIR. The campaign will commence from 25 February 2021 for 30 days where one skit will be broadcast each day between 08:00 AM – 10:00 AM/ 0600 PM – 08:00 PM.



(Alka)
Director (M&CA)
(TN&MD)

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