

List of Content Produced by the Production Agency and Delivered to Digital Agencies

No.	Items	Description	Nos
Master Destination Film			
1.	Master Destination Film	90 Sec.	1
2.	Master Destination Film– Cut down versions/ edits	60 Sec.	1
		30 Sec.	1
		15 Sec.	1
		6 Sec.	1
3.	Static Social Media posts	The post will be arranged based on the master film content.	35
Experience-Based Short Video Assets			
4.	Beaches	30 Sec	2
5.	Wildlife	30 Sec	2
6.	Culture and heritage	30 Sec	2
7.	Wellness and Ayurveda	30 Sec	2
8.	Adventure and nature	30 Sec	2
9.	Culinary experiences	30 Sec	2
10.	Luxury and experiential travel	30 Sec	2
High-Quality Destination Image Library			
11.	Beaches	Images for each respective category should include the following types of visuals within each category: • Experience-based imagery • Product-based imagery • Location-based imagery • Lifestyle and people-centric visuals	20
12.	Wildlife		20
13.	Culture and heritage		20
14.	Wellness and Ayurveda		20
15.	Adventure and nature		20
16.	Culinary experiences		20
17.	Luxury and experiential travel		20

All video and image content deliverables shall be provided in the following formats, as per the agency's requirements.

- Landscape (16:9)
- Square (1:1)
- Vertical (9:16)