



DIGITAL MEDIA EMPANELMENT USER MANUAL

LIST OF THE REQUIRED DOCUMENTS

- ❖ Report of average monthly unique user count for last 6 months certified by website auditor
- ❖ 3PAS certificate engagement with CBC
- ❖ Upload Certificate to ensure that websites work owned and operated in India
- ❖ Incorporation certificate of the company/proprietorship
- ❖ Notarized certificate under name, signature and seal stating that information is correct on 100 rupees stamp (Sample File is provided in the form)
- ❖ Document for ensuring eligibility of being at least ONE year old and must be continuously in operation under the same name for a minimum of one year (On company letter head) (Sample File is provided in the form)
- ❖ Upload Technical Bid(Sample File is provided in the form)
- ❖ Upload duly signed (each page sign & stamp) of Blank Tender Document which signifies acceptance of all tender documents. (Sample File is provided in the form)
- ❖ Upload option for screenshot of homepage with Website URL
- ❖ Upload option for screenshot of homepage with Mobile App URL(In case of applying for Internet website+ Mobile app)
- ❖ PAN Card
- ❖ GST Certificate

IMPORTANT INSTRUCTIONS:

- ❖ All the mandatory fields marked with * have to be filled.
- ❖ Do not use any special character while filing the form.
- ❖ All the documents should be uploaded in "**PDF**" format.
- ❖ Ensure that all information is entered correctly.
- ❖ Online processing fee of Rs10,000/- (ten thousand) as processing fee (non-refundable) through Bhartkosh . No other payment mode will be accepted.
- ❖ After submitting online form, physical submission of Documents are required at CBC.

REGISTRATION PROCESS

STEP 1: Click on “Fresh Empanelment Registration”

- Select the “**New Media**” option in the “**Select Vendor/Partner Category**”.
- Select the “**Digital Media**” option in the “**Select Wing Type**”.
- Enter “**Email**” and “**Mobile No.**”.
- Click on “**Sign Up**” button.



STEP 2: You will receive OTP on both (Email and Mobile Number)

- Enter both received **OTP**
- Click on “**Submit**” button
- Set your password / अपना पासवर्ड सेट करें

(The best practice is to use a combination of numeric, special characters, uppercase and lowercase alphabets i.e Cental@01)

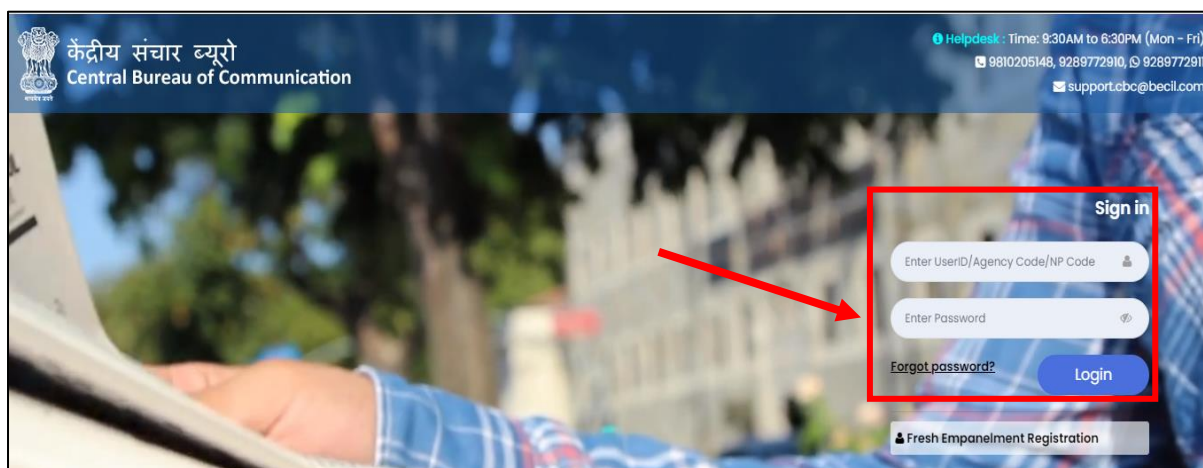


#NOTE: Once you have completed the registration, you will be notified via email and a 6-digit User Id which a combination of Alphanumeric will be sent to you.

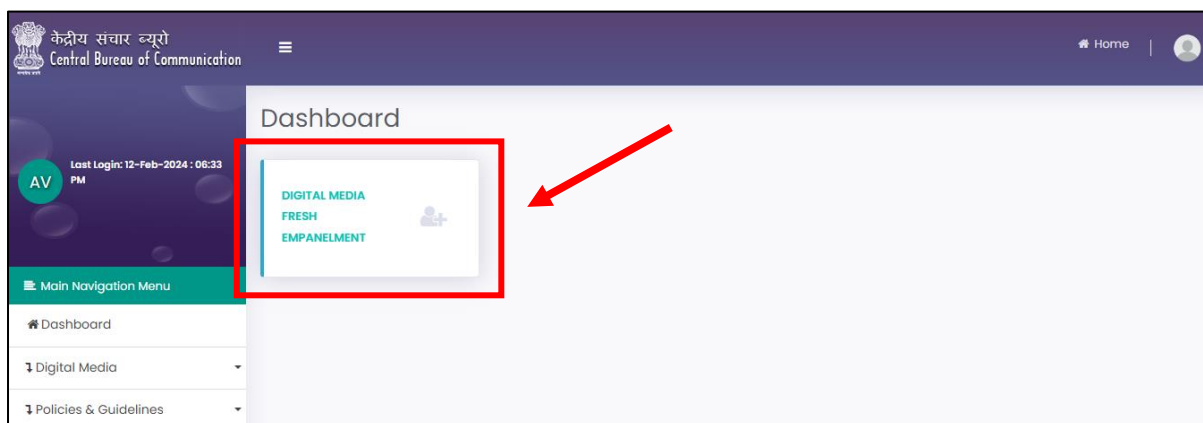
LOGIN PROCESS

Step 1: To log in

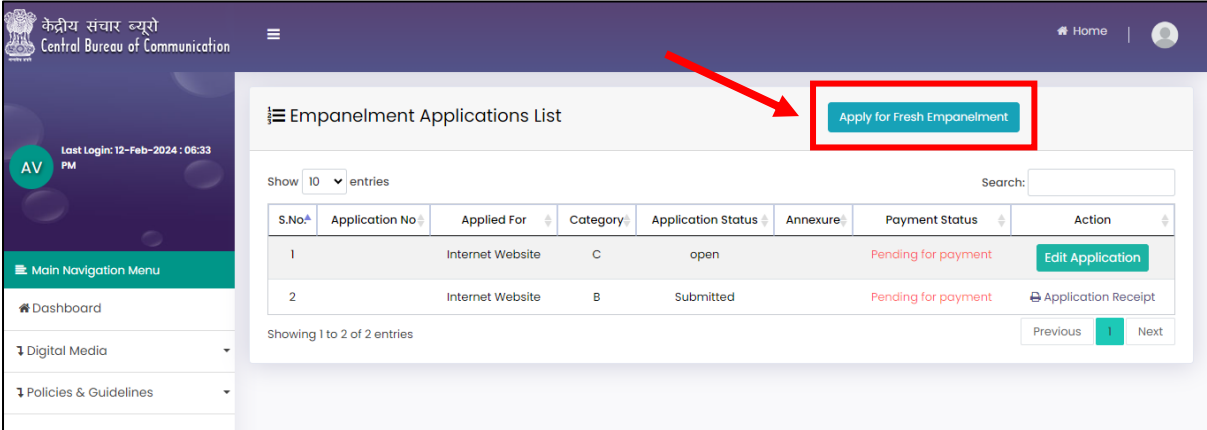
- Enter User Id
- Enter Password
- Click on "Login" button



Step 2: Click on "Digital Media Fresh Empanelment"



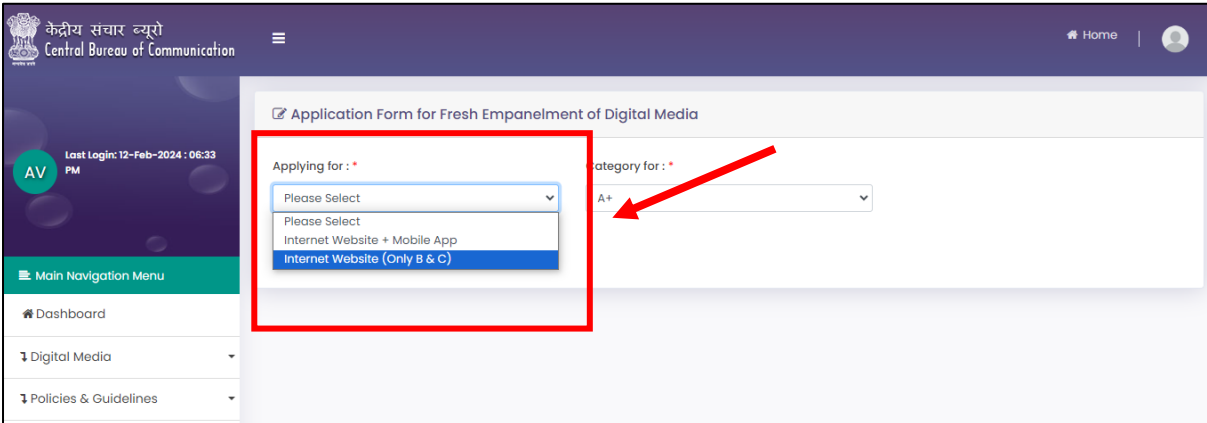
Step 3: Click on “Apply for Fresh Empanelment” and select the “applying for category”.



The screenshot shows the 'Empanelment Applications List' page. The header includes the Central Bureau of Communication logo and the user's name 'AV PM' with a last login time of '12-Feb-2024 : 06:33 PM'. The main content area displays a table of applications. A red box highlights the 'Apply for Fresh Empanelment' button, and a red arrow points to it from the left.

S.No.	Application No.	Applied For	Category	Application Status	Annexure	Payment Status	Action
1		Internet Website	C	open		Pending for payment	Edit Application
2		Internet Website	B	Submitted		Pending for payment	Application Receipt

Showing 1 to 2 of 2 entries



The screenshot shows the 'Application Form for Fresh Empanelment of Digital Media' page. The 'Applying for' dropdown menu is highlighted with a red box, and a red arrow points to it from the right. The dropdown menu is open, showing the following options:

- Please Select
- Please Select
- Internet Website + Mobile App
- Internet Website (Only B & C)

Step 4: Read all the instructions carefully.

Tick the box, select the category and click on the “Next” button.

➤ If applying for “Internet Website + Mobile App”

Application Form for Fresh Empanelment of Digital Media

Applying for: *
Internet Website + Mobile App

Eligibility Criteria
The Internet Website/mobile application- must be at least **ONE year** old and must be continuously in operation under the same name (Internet Website/mobile application) for a minimum of one year. The period shall be calculated backwards from the date on which the Internet Website/mobile application applies for empanelment with CBC.

Scheme for internet website and mobile applications package (Category A+, A, B and C)

Category	Average Unique User Count per Month
A+	20+ million
A	10 – 20 million
B	5 – 10 million
C	0.25 - 5 million

I have read all the policy and guidelines and above eligibility criteria *

Document List

- Documents in support of Para A.1 (i) of Digital Advertisement Policy 2023.
- The website/mobile application must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's/mobile application's auditors/authorised representative of the entity
- Certificate of incorporation as per para A.1 (vi) of Digital Advertisement Policy 2023.
- Rates in financial bid proforma - Annexure 2 of Digital Advertisement Policy 2023.
- Undertaking in the form of a certificate as per Para A.4 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per A.4 (ii) and (iv) of Digital Advertisement Policy 2023.
- Upload Blank Tender document
- Upload Technical bid document
- Application fees of Rs.10,000/- per website/mobile application (non-refundable)

Category for: *

A+
Please Select
A+
A
B
C

Next >

➤ If applying for “Internet Website (Only for B & C)”

Applying for: *

Internet Website (Only B & C)

Eligibility Criteria
The Internet Website- must be at least **ONE year** old and must be continuously in operation under the same name (Internet Website) for a minimum of one year. The period shall be calculated backwards from the date on which the Internet Website applies for empanelment with CBC.

Scheme for internet website only package (Category B and C only)

Category	Average Unique User Count per Month
B	5 – 10 million
C	0.25 - 5 million

I have read all the policy and guidelines and above eligibility criteria *

Document List

- Documents in support of Para A.1 (i) of Digital Advertisement Policy 2023.
- The website/mobile application must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's/mobile application's auditors/authorised representative of the entity
- Certificate of Incorporation as per para A.1 (vi) of Digital Advertisement Policy 2023.
- Rates in financial bid proforma - Annexure 2 of Digital Advertisement Policy 2023.
- Undertaking in the form of a certificate as per Para A.4 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per A.4 (ii) and (iv) of Digital Advertisement Policy 2023.
- Upload Blank Tender document
- Upload Technical bid document
- Application fees of Rs. 10,000/- per website/mobile application (non-refundable)

Please Select
B
C
Please Select

Next >

Step 5: Fill all the required details and click on “Next” button.

Application Form for Fresh Empanelment of Digital Media

<p>Website URL / वेबसाइट यू.आर. एल*</p> <input type="text" value="Enter Website URL As www.abc.com"/>	<p>Genre of Website/वेबसाइट की श्रेणी*</p> <input type="text" value="Select genre"/>	<p>Language of Website/वेबसाइट की भाषा*</p> <input type="text" value="Please Select"/>
<p>Company name / कंपनी का नाम*</p> <input type="text" value="Enter Company name"/>	<p>Name as incorporated under company act/ कंपनी अधिनियम के तहत शामिल नाम*</p> <input type="text" value="Enter name of owner company"/>	

Contact Details

Details of (CEO/COO/MD)

Head Office

<p>Name / नाम*</p> <input type="text" value="Enter Name"/>	<p>Designation/ पद का नाम*</p> <input type="text" value="Select Designation"/>	<p>E-mail ID / ई मेल आईडी*</p> <input type="text" value="Enter Email"/>
<p>Mobile No. / मोबाइल नंबर*</p> <input type="text" value="Enter Mobile"/>	<p>Phone No. / फोन नंबर</p> <input type="text" value="Enter Phone Number"/>	

Authorized Signatory

<p>Contact Person Name / संपर्क व्यक्ति का नाम*</p> <input type="text" value="Enter Name"/>	<p>Designation/ पद का नाम*</p> <input type="text" value="Enter Designation"/>	<p>E-mail ID / ई मेल आईडी*</p> <input type="text" value="Enter Email"/>
<p>Mobile No. / मोबाइल नंबर*</p> <input type="text" value="Enter Mobile"/>	<p>Phone No. / फोन नंबर</p> <input type="text" value="Enter Phone Number"/>	

Same as Details of Authorized Signatory

Authorized Representative

<p>Contact Person Name / संपर्क व्यक्ति का नाम*</p> <input type="text" value="Enter Name"/>	<p>Designation/ पद का नाम*</p> <input type="text" value="Enter Designation"/>	<p>E-mail ID / ई मेल आईडी*</p> <input type="text" value="Enter Email"/>
<p>Mobile No. / मोबाइल नंबर*</p> <input type="text" value="Enter Mobile"/>	<p>Phone No. / फोन नंबर</p> <input type="text" value="Enter Phone Number"/>	

Address of Registered Office

<p>Address / पता*</p> <input type="text" value="Enter Address"/>	<p>State / राज्य*</p> <input type="text" value="Select State"/>	<p>District / ज़िला*</p> <input type="text" value="Select District"/>
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City / नगर *		Pincode / पिन कोड *	
<input type="text" value="Select City"/>		<input type="text" value="Enter Pincode"/>	
Date of incorporation of the company/proprietorship / कंपनी के निगमन की तिथि *		Date of launch of website / वेबसाइट के लॉन्च की तारीख *	
<input type="text" value="dd-----yyyy"/>		<input type="text" value="dd-----yyyy"/>	
Date from which the website is in continuous operation/वह तारीख जब से वेबसाइट निरंतर संचालन में है *			
<input type="text" value="dd-----yyyy"/>			
PAN no. / पैन नंबर *		Copy of Pan Card / पैन कार्ड *	
<input type="text" value="Enter Pan No."/>		<input type="text" value="Choose file"/> <input type="button" value="Browse"/>	
GST Certificate /जीएसटी प्रमाणपत्र *		GST No. / जीएसटी संख्या *	
<input type="text" value="Choose file"/> <input type="button" value="Browse"/>		<input type="text" value="Enter GST No."/>	
Average number of Unique User per month for last 6 months i.e. from July 2023 to December 2023 *		Is the website India based/क्या वेबसाइट भारत आधारित है? *	
<input type="text" value="Enter unique user"/>		<input type="radio"/> Yes/हाँ <input type="radio"/> No / नहीं	
		<input type="button" value="Previous"/> <input type="button" value="Next"/>	

NOTE: In case of “Internet Website + Mobile App” Category

- Fill in the Android App URL and iOS App URL or either one.

Application Form for Fresh Empanelment of Digital Media		
Website URL / वेबसाइट यू.आर. एल *	Android App URL/एंड्रॉइड ऐप यूआरएल *	iOS App URL/आईओएस ऐप यूआरएल *
<input type="text"/>	<input type="text"/>	<input type="text"/>
Genre of Website/Mobile Apps//वेबसाइट/मोबाइल ऐप्स की श्रेणी *	Language of Website/Mobile Apps//वेबसाइट/मोबाइल ऐप्स की भाषा *	Company name / कंपनी का नाम *
<input type="text" value="AUTOMOBILE"/>	<input type="text" value="Bengali"/>	<input type="text"/>
Name as incorporated under company act/ कंपनी अधिनियम के तहत शामिल नाम *		
<input type="text" value="njcj"/>		

Date of incorporation of the company/proprietorship / कंपनी के निगमन की तिथि *	Date of launch of website / वेबसाइट के लॉन्च की तारीख *	Date from which the website is in continuous operation/वह तारीख जब से वेबसाइट निरंतर संचालन में है *
<input type="text" value="21-Dec-2022"/>	<input type="text" value="21-Dec-2023"/>	<input type="text" value="21-Dec-2023"/>
Date of launch of Mobile App / मोबाइल ऐप लॉन्च की तारीख *	Date from which the mobile app is in continuous operation/वह दिनांक जब से मोबाइल ऐप निरंतर संचालन में है *	PAN no. / पैन नंबर *
<input type="text"/>	<input type="text" value="10-Feb-2023"/>	<input type="text" value="ABCTY1234D"/>

Step 6: Upload all the required documents and click on “Preview and Submit” button.

(All documents should be in **PDF** format and should be **2MB** each)

Application Form for Fresh Empanelment of Digital Media

Physical submission of documents are also required at CBC.

Note: (1) The financial bid document should not be uploaded on website or login portal.
(2) Upload documents only in PDF format. Maximum size of each document is 2 MB.

Report of average monthly unique user count for last 6 months certified by website auditor / वेबसाइट ऑडिटर द्वारा प्रमाणित पिछले 6 महीनों की औसत मासिक यूनिक यूजर काउंट की रिपोर्ट *

Choose file Browse Upload

3PAS certificate engagement with CBC / सीबीसी के साथ 3PAS प्रमाणपत्र जुड़ाव

Choose file Browse Upload

Upload Certificate to ensure that websites work owned and operated in india / यह सुनिश्चित करने के लिए प्रमाणपत्र अपलोड करें कि वेबसाइटें भारत में स्वामित्व और संचालन में काम करती हैं *

Choose file Browse Upload

Notarized certificate under name, signature and seal stating that information is correct on 100 rupees stamp / नाम, हस्ताक्षर और मुहर के तहत नोटरीकृत प्रमाण पत्र निम्नमें कहा गया है कि जानकारी सही है * [Download Sample File](#)

Choose file Browse Upload

Incorporation certificate of the company/proprietorship *

Choose file Browse Upload

Document for ensuring eligibility of being atleast ONE year old and must be continuously in operation under the same name for a minimum of one year (On company letter head) * [Download Sample File](#)

Choose file Browse Upload

Upload option for screenshot of homepage with Website URL *

Choose file Browse Upload

Upload Technical Bid *

[Technical Bid](#)

Choose file Browse Upload

Upload duly signed (each page sign & stamp) of Blank Tender Document which signifies acceptance of all tender documents. *

[Sample for blank Tender Document](#)

Choose file Browse Upload

I affirm that all the information given by me is true and nothing has been concealed / मैं पुष्टि करता हूँ कि मैंने द्वारा दी गई सभी जानकारी सत्य है और कुछ भी छुपाया नहीं गया है

← Previous Preview & Submit →

Step 7: Upload Fill all the required details and click on “Proceed” button. Submit the application fees i.e Rs10,000/-. You will get the payment receipt on successful payment, which you can download.

Application Fees


Payee address / आदतार का पता :-

Amount / राशि *	Email ID / ईमेल आईडी *	First Name / पहला नाम *
<input type="text" value="10000"/>	<input type="text" value="Enter Email ID"/>	<input type="text" value="xyz"/>
Last Name / अंतिम नाम *	Mobile No. / मोबाइल नंबर *	Address / भेजने का पता *
<input type="text" value="xyz"/>	<input type="text" value="Enter Mobile"/>	<input type="text" value="TEST"/>
Pin Code / पिन कोड *	Country / देश *	State / राज्य *
<input type="text" value="Enter Pincode"/>	<input type="text" value="INDIA"/>	<input type="text" value="Delhi"/>
City / शिरी *		
<input type="text" value="DELHI"/>		

Communication address / संचार पता :-

Same As Payee address/ भुगतानकर्ता के पते के समान

First Name / पहला नाम *	Last Name / अंतिम नाम *	Mobile No. / मोबाइल नंबर *
<input type="text" value="Enter First Name"/>	<input type="text" value="Enter Last Name"/>	<input type="text" value="Enter Mobile"/>
Address / पता *	Pin Code / पिन कोड *	Country / देश *
<input type="text" value="Enter Address"/>	<input type="text" value="Enter Pincode"/>	<input type="text" value="INDIA"/>
State / राज्य *	City / शिरी *	
<input type="text" value="Select State"/>	<input type="text" value="Enter City"/>	



IMPORTANT NOTE:

A copy of the duly filled online application form should also be submitted physically along with the technical and financial bids within the stipulated time period to:

**Shri Sreerag M,
Deputy Director, Digital Media Wing, CBC
Room NO: 158(1st Floor),
Soचना Bhawan, CGO Complex,
Lodhi Road, New Delhi,110003**