

No. 22204/AV-Prod/Empt/CBC/2425
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
(AV PRODUCTION)

Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi-110003
16th Dec 2025

ADVISORY

Subject: Empanelment of AV Producers Startup Pool - Stage-II Evaluation - regarding.

This is with reference to the subject cited above and the applications submitted by interested entities to CBC for empanelment as AV Producers under Start-up Pool. All the applications (General and Startup Pool) successfully submitted between **13th Sept 2024 - 5th Nov 2025** are under scrutiny in accordance with the Policy Guidelines for Empanelment as Audio-Visual Producers/ Agencies.

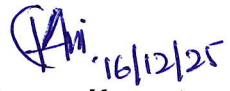
2. The first set to applicants that have been found fit for participation in Stage – II evaluation based on policy guidelines are enclosed as **Annexure – I**. All the other applications received during the above referred time period under General and Startup Pool, are under scrutiny.
3. The applicants listed in **Annexure - I** are invited for Stage-II evaluation to be done by the Empanelment Advisory Committee **from 11:30 Hrs on 23rd Dec 2025** at the following venue:

Room No. 259, Main Conference Hall, Second Floor
Central Bureau of Communication, Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi

5. Applicants that have been shortlisted for Stage-II evaluation are advised to ensure that at least one representative is present at the venue to deliver a presentation. The presentation should include the Showreel of past work, concept note, creative conceptualisations, and scratch creatives focusing on any one theme listed in Annexure - II. Please refer to the guidelines provided in **Annexure - II** for detailed instructions.

6. For any queries, please write to avempanelment.cbc@gmail.com.

This issues with the approval of the competent authority


(K Anurag Kumar)
के अनुराग कुमार / Deputy Director
उप निदेशक / Deputy Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

ANNEXURE – I**LIST OF AGENCIES INVITED FOR STAGE-II PRESENTATIONS AND SCHEDULE**

S. No.	Time Slot	Application No.	Category	Name of the Agency
1	11:30 AM – 11:45 AM	0725F0043	A	AARNA ADVERTISING
2	11:45 AM – 12:00 Noon	0325F0005	A	Airkomm Media Private Limited
3	12:00 Noon – 12:15 PM	0825F0042	A	ANAMYA PRODUCTIONS AND CONSULTANCY PRIVATE LIMITED
4	12:15 PM – 12:30 PM	0924F0010	A	Anblick Media Private Limited
5	12:30 PM – 12:45 PM	0725F0046	C	BRAND VOXTECH PVT LTD
6	12:45 PM – 01:00 PM	1025F009	A	DESIIDEA CONSULTING PVT LTD
7	01:00 PM – 01:15 PM	0825F0017	A	FHigh Entertainment Private Limited
8	01:15 PM – 01:30 PM	0725F0047	A	IDEAZ MAKERZ N EVENTS LLP
9	01:30 PM – 01:45 PM	0825F0019	A	MID SHOT ENTERTAINMENT PRIVATE LIMITED
10	01:45 PM – 02:00 PM	0325F0013	A	SSB FILMS PRIVATE LIMITED
11	02:00 PM – 02:15 PM	0225F0011	C	True Media Productions Private Limited



ANNEXURE – II

General Guidelines for Stage-II Technical Evaluation of the AV-Producers/Agencies under Start-up Pool

AV Producers/agencies that have successfully qualified Stage-I of the evaluation are hereby required to make a presentation before the Empanelment Advisory Committee. The presentation must include the following materials submitted on a pen drive, clearly labelled with the agency's name:

1. Past Work:

- i. The agency must show at least one AV Production work for each sector as applied for by the agency.
- ii. The agency must submit the corresponding job orders) and completion certificate(s) against each work presented in the past work.

2. New Campaign Brief: Concept note, creative conceptualizations, and scratch creatives focused on any one theme from the list below:

- i. **Social & Public Welfare:** India's Soft Power - Yoga, Ayurveda & Indian Knowledge Systems
- ii. **Economy, Finance & Infrastructure:** PM Gram Sadak Yojana
- iii. **National Integration, Defence Diplomacy, Planning, and Democracy:** 100 Years of Life of Vajpayee
- iv. **Culture & Tourism:** 150 Years of Vande Mataram
- v. **Environment & Energy:** Mission LiFE (Lifestyle for Environment)
- vi. **Legal, Administration, Personal, Vigilance, and Investigation:** Sahakar Se Samriddhi -Cooperatives Paving Way for Viksit Bharat

3. If an agency applied only for one sector, it must produce the scratch creative solely on that specific sector's topic. In cases, where an agency has applied for multiple sectors, it needs to choose a topic from amongst any one sector it applied for, to produce the scratch creatives.

4. New Campaign Brief must at least cover the following:

- i. **Concept Note:** It should at the minimum contain the primary goals) of the campaign, articulate the key messages) that the campaign intends to communicate to the audience and describe the creative direction and approach that will be used to convey the key message effectively.



ii. **Creative Conceptualisations:** It should include the artistic interpretation of theme or narratives related to the campaign.

iii. **AV Scratch:** It should be for a duration of 2 to 5 minutes in case of Category 'A' applicant, should be for a minimum duration of 2 to 15 minutes in case of Category B applicant and should be for a minimum duration of 60 seconds (one audio and one video) in case of Category 'C'.

5. Please ensure all materials are compiled and submitted in accordance with the above requirements. Kindly refer to the Policy Guidelines for Empanelment of Audio-Visual Producers/Agencies uploaded on <https://cbcindia.gov.in> for detailed information.
