

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
02/03/2026

ADVISORY

Subject: Empanelment of AV Producers General 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 General Pool. All the applications (General and Startup Pool) successfully submitted between **13th Sept 2024 – 25th Feb 2026** are under scrutiny in accordance with the Policy Guidelines for Empanelment as Audio-Visual Producers/ Agencies.

2. The first set to applicants under General Pool 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** and **Annexure – II** are invited for Stage-II evaluation to be done by the Empanelment Advisory Committee **from 11:30 Hrs onwards on 11th March 2026 and 12th March 2026** respectively 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 this advisory. Please refer to the guidelines provided in **Annexure - III** 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)
Deputy Director
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सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

ANNEXURE - I

11th March 2026 - Presentation Schedule - General Pool Agencies

S. No.	Agency Name	Category	Time Slot
1	ABP Network Pvt Ltd	A	11:30 AM - 11:50 AM
2	Abhishek Mishra	A	11:50 AM - 12:10 PM
3	Abhishek Mishra	C	12:10 PM - 12:30 PM
4	ARG Outlier Media Pvt. Ltd.	A	12:30 PM - 12:50 PM
5	ARG Outlier Media Pvt. Ltd.	C	12:50 PM - 01:10 PM
6	Associated Broadcasting Company Pvt Ltd	A	01:10 PM - 01:30 PM
7	Bhavya Broadcast Private Limited	A	01:30 PM - 01:50 PM
8	Bhavya Broadcast Private Limited	C	01:50 PM - 02:10 PM
—	Break	—	02:10 PM - 02:20 PM
9	Consider Done Consultants LLP	A	02:20 PM - 02:40 PM
10	Espranza Innovations Private Limited	A	02:40 PM - 03:00 PM
11	Greynium Information Technologies Pvt. Ltd.	A	03:00 PM - 03:20 PM
12	Greynium Information Technologies Pvt. Ltd.	C	03:20 PM - 03:40 PM
13	Independent News Service Pvt Ltd	A	03:40 PM - 04:00 PM
14	Kesari Connect Private Limited	C	04:00 PM - 04:20 PM
15	Limelight Corp	C	04:20 PM - 04:40 PM



ANNEXURE – II

12th March 2026 - Presentation Schedule – General Pool Agencies

S. No.	Agency Name	Category	Time Slot
1	MM Advertising	C	11:30 AM – 11:50 AM
2	Mo Mantra Marketing Private Limited	C	11:50 AM – 12:10 PM
3	Moksha Media Production Private Limited	C	12:10 PM – 12:30 PM
4	Nomadz Digital and Innovation Private Limited	A	12:30 PM – 12:50 PM
5	Nomadz Digital and Innovation Private Limited	C	12:50 PM – 01:10 PM
6	Razzmatazz Films Pvt Ltd	A	01:10 PM – 01:30 PM
7	Scintilla Kreations Private Limited	A	01:30 PM – 01:50 PM
8	S G Dreams Media Ventures	C	01:50 PM – 02:10 PM
9	Sunshine Pictures Limited	A	02:10 PM – 02:30 PM
10	T.V. Today Network Limited	A	02:30 PM – 02:50 PM
11	T.V. Today Network Limited	C	02:50 PM – 03:10 PM



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ANNEXURE – III

**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. Showreel of Past Work:

- i. It must contain sector-wise collation of a minimum of 10 different approved AV Production works for each sector as applied for by the agency.
- ii. The showreel must be segmented into sections, each dedicated to one sector for which the agency has applied.
- iii. Each section must showcase glimpses of at least 10 jobs successfully executed by the agency on a sector-specific topics.
- iv. Each glimpse in the section must be preceded by a title slide clearly mentioning the following: Name of the film, Name of the client, Duration of the film, Year of Production and name of the award it has received (if any).
- v. The showreel may have a maximum duration of 2 minutes per sector.
- vi. Agency is also advised to bring complete version of the film showcased in the showreel for inspection by the committee.

2. Documents to support the works presented in the showreel:

- i. Agency must submit a summary sheet for each sector as applied for clearly giving the details in the format mentioned below:

S.No	Name of the Film	Name of the Client	Year of Production	Work Order No.	Work Completion Certificate No.

- ii. The agency must submit the corresponding job orders/completion certificates against each work presented in the showreel.

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

- i. **Social & Public Welfare:** Census of India 2027
- ii. **Economy, Finance & Infrastructure:** AI for Rural India



- iii. **National Integration, Defence Diplomacy, Planning, and Democracy:** International Fleet Review 2026
- iv. **Culture & Tourism:** Culinary heritage of India's regions
- v. **Environment & Energy:** Balanced Use of Fertilisers
- vi. **Legal, Administration, Personal, Vigilance, and Investigation:** Citizen-centric administrative reforms

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

5. Points to Note:

- i. 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.
- ii. 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.
