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No. DIR(RRK)/Status-Print/14-15
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
(AV PRODUCTION WING)

Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi
6th September 2024

ADVISORY

Subject: Extension of the validity of the panel of Print Media Creative Agencies – regarding.

This is to inform that the validity of the panel of the Print Media Creative Agencies has been extended up to 31st December 2024 or until further orders whichever is earlier.

2. The list of 129 agencies on CBC panel is enclosed as **Annexure – I** and the rate card for design of print creatives is enclosed as **Annexure – II**.

3. It is to be noted that the agencies have been empanelled with the Central Bureau of Communication solely for the purpose of designing print creatives. The mandate to release advertisements remains exclusively with Central Bureau of Communication.

This issues with the approval of competent authority.

(K Anurag Kumar)

Assistant Director (AV-P)

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

List of 129 Print Media Creative Agencies Provisionally Empanelled with CBC as on date.

S. N.	Name of the Print Media Creative Agency empanelled with CBC
1.	M/s TLG India Pvt. Ltd.
2.	M/s Basic 4 Advertising Pvt. Ltd.
3.	M/s Heyday Communications
4.	M/s Star Advertising Pvt. Ltd.
5.	M/s Eashita Advertisers
6.	M/s Shark Advertising Pvt. Ltd.
7.	M/s Exclusive Advertising Private Limited
8.	M/s APS Advertising Private Limited
9.	M/s Speedways Advertising
10.	M/s Comet Advertising
11.	M/s Saffron Communications Pvt. Ltd.
12.	M/s Vaishali Publicity Pvt. Ltd.
13.	M/s Quantum Communications
14.	M/s Deepak Advertising Agency
15.	M/s Adworth Media Pvt. Ltd.
16.	M/s Prachar Communications Pvt. Ltd.
17.	M/s Mother Advertising (Add Mark Communication)
18.	M/s Harmilap Media Private Limited
19.	M/s Samartha Advertisers
20.	M/s Media matrix
21.	M/s Apex Advertising

Note: The Validity of the panel is 31st December 2024 or till further orders, whichever is earlier. The Agencies are empanelled with CBC only for purpose of design of print Creatives. The mandate to release advertisement remains exclusively with CBC.


के अनुराग कुमार / K Anurag Kumar
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22.	M/s I Broad 7 Communication Pvt. Ltd.
23.	M/s Beautex Advertising Media
24.	M/s Spike Advertising Pvt. Ltd.
25.	M/s Sunflower Marketing and Advertising
26.	M/s Sai Advertisers
27.	M/s Approach Advertising & Exhibitors Pvt. Ltd.
28.	M/s Sunjeet Communications Pvt. Ltd.
29.	M/s ANJ Creations Pvt. Ltd.
30.	M/s Ridge Advertising & Marketing Consultants
31.	M/s Grid Advertising
32.	M/s Ankur Media Pvt. Ltd.
33.	M/s Ombre Media Pvt. Ltd.
34.	M/s Interspace Communications Pvt. Ltd.
35.	M/s Express Knowledge Communication Solutions Pvt. Ltd.
36.	M/s SJ Studio & Entertainment Ltd.
37.	M/s Gaurav Advertising & Marketing
38.	M/s Fusion Corporate Solutions Pvt. Ltd.
39.	M/s ADBIZ Communications
40.	M/s Cash Ur Drive Marketing Pvt. Ltd.
41.	M/s Ambujam
42.	M/s Topline Print Media Pvt. Ltd.
43.	M/s Narayan Offset Works Pvt. Ltd.

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44.	M/s Anhad Studio Pvt. Ltd.
45.	M/s Lalit Advertising
46.	M/s National Advertising Agency
47.	M/s Continental Advertising Services
48.	M/s Kaka Advertising Agency
49.	M/s Akar Advertising & Marketing Pvt. Ltd.
50.	M/s Dot Communications
51.	M/s Sanket Communications Pvt. Ltd.
52.	M/s Moving Pixels Pvt. Ltd.
53.	M/s Vivid India Advertising & Marketing
54.	M/s Super – ads Creative Media Pvt. Ltd.
55.	M/s Bubna Advertising
56.	M/s Expression 360 Services India Pvt. Ltd.
57.	M/s Associated Advertising Pvt. Ltd.
58.	M/s Ideas Incorporated Pvt. Ltd.
59.	M/s Dentsu Advertising and Media Services India Pvt. Ltd.
60.	M/s Puneet Advertising & Media
61.	M/s Mode Advertising & Marketing Pvt. Ltd.

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62.	M/s Promodome Communications Pvt. Ltd.
63.	M/s Niyati Communications Pvt. Ltd.
64.	M/s Inter Publicity Pvt. Ltd.
65.	M/s Sharad Advertising Pvt. Ltd.
66.	M/s Graphisads Pvt. Ltd.
67.	M/s Quantum Communications
68.	M/s Exposition Consultants (P) Ltd.
69.	M/s Nirman Advertising Pvt. Ltd.
70.	M/s Chiranjn Advertising
71.	M/s Span Communications
72.	M/s Disha Communications Pvt. Ltd.
73.	M/s Adwit (India) Pvt. Ltd.
74.	M/s Infinity Advertising Services
75.	M/s Prayas Creations
76.	M/s Shraddha Advertising
77.	M/s Critique Communications Pvt. Ltd.
78.	M/s Interads Advertising Pvt. Ltd.
79.	M/s India News Communications Ltd.

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80.	M/s Vermillion Communications Pvt. Ltd.
81.	M/s Falcon Advertisers
82.	M/s Laqshya Media Ltd.
83.	M/s Diksha Advertising & Printing Pvt. Ltd.
84.	M/s MG Advertising
85.	M/s Perfect 10 Advertising
86.	M/s Adsyndicate Services Pvt. Ltd.
87.	M/s Concept Communication Ltd.
88.	M/s Flame Advertising Company Pvt. Ltd.
89.	M/s Alaknanda Advertising Pvt. Ltd.
90.	M/s Moulis Advertising Service Pvt. Ltd.
91.	M/s Sloka Advertising Pvt. Ltd.
92.	M/s Prabhatam Advertising Pvt. Ltd.
93.	M/s Centum Advertising Pvt. Ltd.
94.	M/s Sreshta Communications
95.	M/s Crayons Advertising Pvt. Ltd.
96.	M/s Shalini Publicity & Creative Pvt. Ltd.
97.	M/s Invicta Media Pvt. Ltd.

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98.	M/s Pehachan Advertising & Marketing Pvt. Ltd.
99.	M/s The Group Advertising Consultants
100.	M/s Surya Adsystems Pvt. Ltd.
101.	M/s Degree 360 Solutions Pvt. Ltd.
102.	M/s Devraha Communications Ltd.
103.	M/s Purnima Advertising Agency Pvt. Ltd.
104.	M/s Sagacious Advertising & Marketing
105.	M/s Panchtatva Advertising
106.	M/s Airads Ltd.
107.	M/s Ventures Advertising Pvt. Ltd.
108.	M/s Pamm Advertising & Marketing
109.	M/s Square Communications Pvt. Ltd.
110.	M/s Fusion Events Ltd.
111.	M/s Goldmine Advertising Ltd.
112.	M/s Adman Advertising
113.	M/s Quick Advertising Company
114.	M/s VN Advertising Pvt. Ltd.
115.	M/s G C Media Pvt. Ltd.

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116.	M/s Outreach Advertising Pvt. Ltd.
117.	M/s Global Media
118.	M/s Adknack Advertising
119.	M/s Creative Thinks Media Pvt. Ltd.
120.	M/s KMK Event Management Ltd.
121.	M/s Double 8 Event & Advertising Pvt. Ltd.
122.	M/s Rose Advertising Pvt. Ltd.
123.	M/s Isha Advertising Pvt. Ltd.
124.	M/s Axis Communications
125.	M/s Design Indya
126.	M/s OTS Advertising Pvt. Ltd.
127.	M/s Atul Publicity Pvt. Ltd.
128.	M/s Cash ur Drive
129.	M/s Fast Communication

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Directorate of Advertising & Visual Publicity
Ministry of Information & Broadcasting
Government of India,
Soochna Bhavan, CGO Complex,
Lodhi Road, New Delhi

No. Dir(RR)/Rate Fixation Creative agencies/DAVP/2009

Dated : 08.07.2010

Subject : RATE CARD FOR THE CREATIVES OF EMPANELLED PRINT MEDIA
CREATIVES AGENCIES

The Rate Fixation Committee for the Print Media creatives has finalised the Rate Card. This is being circulated to all the empanelled Print Media Creative Agencies and also to the various client Ministries/Departments/PSUs of Govt. of India.

The Rate Card is given as under:

- a. For creative and design rate is as follows:
1. Upto 150 sq cms Rs. 5000/-
 2. Between 150 and 350 sq cms Rs. 15,000/-
 3. Large size – above 350 sq cms Rs. 20,000/-

b. For Art work (from low resolution to high resolution)	Rs. 5.00 for low resolution + Rs. 2.50 for high resolution i.e. Rs. 7.50 per sq cm
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- c. The rates above do not allow any third party costs like acquiring special/specific photographs or pictures, etc. The third party costs shall be paid in actual, on submission of bills.*

* In the event of DAVP signing a contract with any of the Photo Agencies etc, the rates according to DAVP's contract with such agencies shall be applicable.

- d. Adaptation: Adaption would mean
- 1) any change in size of the creative with other creative inputs being the same;
 - 2) language rendition of the creative;
 - 3) any corrections of or change of the image or addition of a detail in the same template to suit the local requirements.
 - 4) to include a logo of a State Government or any other logo as per the requirements of the campaign.

The rate being offered for the above is an additional 50% cost of the low resolution artwork plus 2.50/sq cm cost of the high resolution rates which is equal to the cost of low resolution art work only.

- e. Translation**:
- | | |
|-----------------|-----------|
| Upto 50 words: | Rs. 350/- |
| Above 50 words: | Rs. 450/- |

** The agency shall ensure that the translation is appropriate and not in any way deviating from the Master Creative, on the basis of which the translation is being rendered. In the event of any deviation or use of inappropriate language, payment for adaptation at 'd' above and translation shall be summarily rejected.

- f. Revision cost of creative & art work: additional 25% of cost of art work***
- ***The revision cost comes into effect only in those cases where alteration would be suggested by DAVP or the client Ministry or Department after accepting the final art work. No revision cost is applicable for any changes suggested or made before accepting the final art work.

- g. No payment shall be considered for proofing.

- h. This issues with the approval of DG:DAVP


(K.S) Dhatwalia
Addl. Director General