



No. 22204/AV-Prod/Empt/CBC/2425

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**CENTRAL BUREAU OF COMMUNICATION**  
**(AV PRODUCTION)**

Soochna Bhawan, CGO Complex  
Lodhi Road, New Delhi-110003  
10<sup>th</sup> October 2024

**ADVISORY**

**Subject:** Empanelment of AV Producers - 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 and Start-up Pool. All the applications successfully submitted from 10<sup>th</sup> Jan 2024 to 13<sup>th</sup> September 2024 have been scrutinised in accordance with the Policy Guidelines for Empanelment as Audio-Visual Producers/Agencies.

2. The list of entities that applied under general pool and have been shortlisted for the Stage-II evaluation based on policy guidelines is enclosed at **Annexure - I**.
3. The list of entities that applied under start-up pool and have been shortlisted for the Stage-II evaluation based on policy guidelines is enclosed at **Annexure - II**.
4. The entities listed in **Annexure-I** are invited on 22<sup>nd</sup> October & entities listed in **Annexure-II** are invited on 23<sup>rd</sup> October 2024 for Stage-II evaluation to be done by the Empanelment Advisory Committee from 11:00 Hrs 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. Entities 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 conceptualizations, and scratch creatives focusing on any one theme listed in **Annexure III**. Please refer to the guidelines provided in **Annexure III** for detailed instructions.

6. For any queries, please write to [avempanelment.cbc@gmail.com](mailto:avempanelment.cbc@gmail.com) or contact on 011-24369364, 24369527.

This issues with the approval of the competent authority

  
10/10/24  
**(K Anurag Kumar)**  
Assistant Director  
के अनुराग कुमार / K Anurag Kumar  
सहायक निदेशक / Assistant Director  
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication  
सूचना और प्रसारण विभाग / Ministry of Information & Broadcasting  
भारत सरकार / Government of India  
नई दिल्ली-110003 / New Delhi-110003

## ANNEXURE-I

Applications under General Pool			
S.N.	Application No.	Application Category	Producer /Agency Name
1	0724F0015	A	MUSIC BROADCAST LTD (RADIO CITY 91. 1 FM)
2	0823F0019	A	SM MEDIA
3	0924F0006	A	Studios99 Enterprise
4	1223F0012	A	Gyan Era Learning Solutions Pvt Ltd
5	0424F0001	A	Riverbank Studios
6	0924F0004	A	TEJA CREATIONS
7	0824F0013	A	M V S CREATIONS
8	0224F0007	A	Garage Productions Private Limited
9	0824F0011	A	Ishika Production House
10	0824F0009	A	Shraddha Advertising
11	0624F0011	C	Shraddha Advertising
12	0924F0002	C	MG Advertising Services
13	0724F0021	C	Ishika Production House

**Note:** Presentations of Applicants at S. No (1) to (6) are scheduled from 11:00 AM to 2:00 PM, and of Applicants at S. No (7) to (13) are scheduled from 3:00 PM to 6:00 PM

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**ANNEXURE-II**

<b>Applications under Startup Pool</b>			
<b>S. N.</b>	<b>Application No.</b>	<b>Application Category</b>	<b>Producer/Agency Name</b>
1	0424F0008	C	ANAV Infomedia Pvt Ltd
2	0924F0010	A	Anblick Media Private Limited
3	0224F0014	A	Beast Pixels Private Limited
4	0224F0019	C	Beast Pixels Private Limited
5	0524F0001	A	Bellboys Productions Private Limited
6	0524F0006	C	Bellboys Productions Private Limited
7	0524F0016	A	Brand Voxtech Private Limited
8	0224F0027	A	Deo Volente Communication Pvt. Ltd.
9	0224F0028	C	Deo Volente Communication Pvt. Ltd.
10	0224F0023	A	Digivaarta Inda Pvt. Ltd.
11	0224F0024	C	Digivaarta India Pvt. Ltd.
12	0624F0006	A	FLASHED AND FOCUSED COMMUNICATIONS LLP
13	0624F0007	C	FLASHED AND FOCUSED COMMUNICATIONS LLP
14	0324F0001	A	PITCHVENTURE PRODUCTIONS PRIVATE LIMITED
15	0224F0035	C	PITCHVENTURE PRODUCTIONS PRIVATE LIMITED
16	0224F0029	A	Social Responsibility Council
17	0224F0030	C	Social Responsibility Council

**Note:** Presentations of Applicants at S. No (1) to (7) are scheduled at 11:00 AM to 2:00 PM and for Applicants at S. No (8) to (17) are scheduled at 3:00 PM to 6:00 PM

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**General Guidelines for Stage-II Technical Evaluation of the AV-Producers/Agencies under General 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 topic.
- 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.

**2. Documents to support the works presented in the Showreel:**

- i. The agency must submit a summary sheet for reach 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.
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- ii. The agency must submit the corresponding job orders and 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:** Swachhta Hi Seva (OR) Ayushman Bharat for Senior Citizens
- ii. **Economy, Finance & Infrastructure:** 10 Years of Make in India (OR) PM Awas Yojana
- iii. **National Integration, Defence Diplomacy, Planning, and Democracy:** Bharat- the Mother of Democracy
- iv. **Culture & Tourism:** PM Mementos (OR) Namami Gange
- v. **Environment & Energy:** National Green Hydrogen Mission (OR) PM-Surya Ghar
- vi. **Legal, Administration, Personal, Vigilance, and Investigation:** e-Courts (OR) Mission Karmayogi

3(a). 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 creative.

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

- i. Concept Note:** It should at the minimum contain the primary goal(s) of the campaign, articulate the key message(s) 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'.

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.

## **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 order(s) 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:** Swachhta Hi Seva (OR) Ayushman Bharat for Senior Citizens
- ii. **Economy, Finance & Infrastructure:** 10 Years of Make in India (OR) PM Awas Yojana
- iii. **National Integration, Defence Diplomacy, Planning, and Democracy:** Bharat-the Mother of Democracy
- iv. **Culture & Tourism:** PM Mementos (OR) Namami Gange
- v. **Environment & Energy:** National Green Hydrogen Mission (OR) PM-Surya Ghar
- vi. **Legal, Administration, Personal, Vigilance, and Investigation:** e-Courts (OR) Mission Karmayogi

**2 (a).** 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 creative.

### **3. New Campaign Brief must at least cover the following:**

- i. **Concept Note:** It should at the minimum contain the primary goal(s) of the campaign, articulate the key message(s) 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'.

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.

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