

No. AD(NM)/EAC/WEBSITE&MOBILE APPS/2324-NM
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
CGO COMPLEX, LODHI ROAD, NEW DELHI – 110003

30 Dec 2024

ADVISORY

Subject: Notification of Panel of Websites (Internet Websites & Mobile Application Package)-reg

This is with reference to the RFP No. **AD(NM)/EAC/WEBSITE&MOBILE APPS/2324-NM** dated 12.02.2024 pursuant to the approval of Digital Advertisement Policy 2023 by Ministry of Information & Broadcasting for Empanelment of agencies under Internet Websites and Mobile Applications Package for execution of digital advertising campaigns for Central Bureau of Communication and its client ministries/departments and in continuation to Advisory of even no. dated 23.12.2024 regarding notification of L1 rates and Panel of Qualified Websites.

2. Accordingly rate letters were sent to 130 qualified Internet Websites & Mobile Application Packages. In terms of said policy, 120 qualified Internet Websites & Mobile Application Packages (as enclosed in **Annexure I**) have since conveyed their acceptance and stands empanelled with CBC as per L-1 rates.

3. L-1 rates (enclosed in **Annexure II**) notified as per advisory dated 23.12.2024 will come into effect from 01.01.2025 and the panel will be valid till 31.12.2027.

This issues with the approval of Director General, Central Bureau of Communication.



(Anakha V)

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भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

Annexure I- CATEGORY-WISE LIST OF EMPANELLED WEBSITES WITH CBC

Sl. No.	COMPANY NAME	WEBSITE URL	WEBSITE CATEGORY AS PER CBC
1	Amazon Seller Services Private Limited	https://www.amazon.in/	A+
2	HT Digital Streams Limited	www.livehindustan.com	A+
3	Times Internet Limited Cricbuzz Division	https://www.cricbuzz.com/	A+
4	Truecaller International Llp	www.truecaller.com	A+
5	JagranPrakashan Limited	https://www.jagran.com/	A+
6	HT Digital Streams Limited	www.hindustantimes.com	A+
7	HT Digital Streams Limited	www.livemint.com	A+
8	IE Online Media Services Pvt Ltd	www.indianexpress.com	A+
9	Times Internet Ltd.	www.indiatimes.com	A+
10	One97 Communications Limited	www.paytm.com	A+
11	Asianxt Digital Technologies Pvt Ltd	www.asianetnews.com	A+
12	Sobek Auto India Private Limited	www.olx.in	A+
13	Db Corp Limited	www.bhaskar.com	A+
14	Bennett Coleman And Company Limited	www.timesnownews.com	A+
15	Bennett Coleman And Company Limited	www.timesnowhindi.com	A+
16	Times Internet Ltd.	www.navbharattimes.com	A+
17	Times Internet Ltd.	www.economicstimes.com	A+
18	Times Internet Ltd.	www.timesofindia.com	A+



19	Amar Ujala Web Services Private Limited	www.amarujala.com	A+
20	Verse Innovation Private Limited	www.dailyhunt.in	A+
21	Greynium Information Technologies P Ltd	www.oneindia.com	A+
22	MohallaTech Private Limited	www.sharechat.com	A+
23	Mohalla Tech Pvt Ltd	www.mojapp.in/	A+
24	Absolute Sports Private Limited	https://www.sportskeeda.com/	A+
25	Indiadotcom Digital Private Ltd	https://www.india.com/	A+
26	IndiadotcomDigital Private Ltd	https://www.zeenews.india.com/	A+
27	Indiadotcom Digital Private Ltd	https://www.zeenews.india.com/hindi	A+
28	Indiadotcom Digital Private Ltd	https://www.dnaindia.com/	A+
29	ABP Network Private Limited	https://www.abplive.com/	A+
30	Jio Platforms Limited	www.jiotv.com	A+
31	Jio Platforms Limited	www.jio.com	A+
32	Ndtv Convergence Limited	www.ndtv.in	A+
33	Associated Broadcasting Company Private	https://www.tv9hindi.com/	A+
34	Ndtv Convergence Limited	www.INDTV.com	A+
35	Thg Publishing Private Limited	www.thehindu.com	A+
36	Tv Today Network Limited	www.aajtak.in	A+
37	Tv Today Network Limited	www.indiatoday.in	A+
38	Inshorts India AdvtAndServices PVT LTD	www.public.app	A+
39	Phonepe Private Limited	https://www.phonepe.com/	A+

Shreeta

40	JagranPrakashan Limited	https://www.jagranjosh.com	A
41	JagranPrakashan Limited	https://www.herzindagi.com/	A
42	JagranPrakashan Limited	https://www.english.jagran.com/	A
43	91digital Web Private Limited	https://www.91mobiles.com	A
44	Red Pixels Ventures Limited	https://www.gadgets360.com/	A
45	Lokmat Media Pvt Ltd	https://www.lokmat.com/	A
46	Hungama Digital Media Entertainment	www.hungama.com	A
47	Girnar Software Pvt Ltd	https://www.cardekho.com/	A
48	IE Online Media Services Private Limited	www.financialexpress.com	A
49	Times Internet Ltd.	www.gadgetsnow.com	A
50	Neutral Publishing House Limited	www.prabhatkhabar.com	A
51	Indiadotcom Digital Private Ltd	https://www.zeebiz.com/	A
52	Indiadotcom Digital Private Ltd	https://www.wionews.com/	A
53	Independent News Service Private Limited	www.indiatv.in	A
54	Greyonium Information Technologies P Ltd	www.drivespark.com	A
55	JagranPrakashan Limited	https://www.naidunia.com/	B
56	AnandaVikatanDigital Pvt Ltd	www.vikatan.com	B
57	ABP Network Private Limited	www.news.abplive.com	B
58	ABP Network Private Limited	www.bengali.abplive.com	B
59	ABP Network Private Limited	www.marathi.abplive.com	B
60	Ennexa Technologies Private Limited	https://www.prokerala.com/	B

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61	The Printers Mysore Private Limited	www.deccanherald.com	B
62	Quikr India Private Limited	https://www.quikr.com/	B
63	Girnar Software Pvt Ltd	www.bikedekho.com	B
64	Girnar Software Pvt Ltd	www.zigwheels.com	B
65	Rajasthan Patrika Private Limited	www.patrika.com	B
66	Sakal Media Pvt Ltd	https://www.esakal.com/	B
67	IE Online Media Services Private Limited	www.loksatta.com	B
68	IE Online Media Services Private Limited	www.jansatta.com	B
69	Times Internet Ltd.	www.telugusamayam.com	B
70	Times Internet Ltd.	www.maharashtratimes.com	B
71	Times Internet Ltd.	www.tamilsamayam.com	B
72	Business Standard Private Limited	www.business-standard.com	B
73	Independent News Service Private Limited	www.indiatvnews.com	B
74	Quint Digital Limited	www.thequint.com	B
75	ABP Pvt Ltd	https://www.anandabazar.com	B
76	Indian National Press Bombay Private Ltd	www.freepressjournal.in	B
77	Associated Broadcasting Company Private	www.tv9marathi.com	B
78	Verse Innovation Private Limited	www.share.myjosh.in	B
79	Greynium Information Technologies P Ltd	www.mykhel.com	B
80	Greynium Information Technologies P Ltd	www.boldsky.com	C
81	Verse Innovation Private Limited	www.publicvibe.com	C

Anand

82	Greynium Information Technologies P Ltd	www.nativeplanet.com	C
83	Greynium Information Technologies P Ltd	www.careerindia.com	C
84	Asianxt Digital Technologies Pvt Ltd	www.tamil.asianetnews.com	C
85	Asianxt Digital Technologies Pvt Ltd	www.kannada.asianetnews.com	C
86	Times Internet Ltd.	www.vijaykarnataka.com	C
87	Times Internet Ltd.	www.malayalam.samayam.com	C
88	Bholesankar Marketing Pvt Ltd	www.jantaserishta.com	C
89	Safalta Education Private Limited	https://www.safalta.com/	C
90	JagranPrakashan Limited	https://www.jagrantv.com/	C
91	JagranPrakashan Limited	https://www.gujaratijagran.com/	C
92	HariBhoomi Communications Pvt Ltd	https://www.haribhoomi.com/	C
93	Editorji Technologies Private Limited	https://www.editorji.com/	C
94	Bennett Coleman And Company Limited	www.timesnowmarathi.com	C
95	Db Corp Limited	www.divyabhaskar.co.in	C
96	Db Corp Limited	www.divyamarathi.com	C
97	Sarg Global Digital Private Limited	www.republicworld.com	C
98	Odisha Television Limited	www.odishatv.in	C
99	Hindustan Media Ventures Limited	https://www.ottplay.com/	C
100	Hindustan Media Ventures Limited	https://www.slurp.com/	C
101	Taxguru Consultancy & Online Publication	www.taxguru.in	C
102	Behtar Technology Private Limited	https://www.getlokalapp.com/	C

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103	Kesari Connect Private Limited	https://www.punjabkesari.in/	C
104	The Printers Mysore Private Limited	www.prajavani.net	C
105	ABP Network Private Limited	www.telugu.abplive.com	C
106	ABP Network Private Limited	www.tamil.abplive.com	C
107	ABP Network Private Limited	www.gujarati.abplive.com	C
108	ABP Network Private Limited	https://www.abpganga.com/	C
109	ABP Network Private Limited	www.punjabi.abplive.com	C
110	Bhaskar Prakashan Private Limited	https://www.bhaskarhindi.com	C
111	The Sandesh Limited	www.sandesh.com	C
112	Associated Broadcasting Company Private	www.tv9gujarati.com	C
113	ABP Pvt Ltd	https://www.telegraphindia.com/	C
114	PratidinPrakashani Private Limited	www.sangbadpratidin.in	C
115	IE Online Media Services Private Limited	www.tamil.indianexpress.com/	C
116	IE Online Media Services Private Limited	www.malayalam.indianexpress.com	C
117	Prashanthi Media Private Limited	www.dishadaily.com	C
118	MalayalaManorama Company Private Ltd	https://www.manoramaonline.com/	C
119	MalayalaManorama Company Private Ltd	https://www.onmanorama.com/	C
120	Times Internet Ltd.	www.eisamay.com	C

Amalika

**Internet Website & Mobile Package
Category wise L-1 Rates (in Rs.)**

ANNEXURE II

CATEGORY	[CPTI]					[Consolidated rate for 6 hours]					[Consolidated rate for 24 hours]	[CPTI for a 10 second spot]	[One Push Notification]
	300 x 250 pixels (Rs.)	728 x 90 pixels (Rs.)	300 x 600 pixels (Rs.)	970 x 250 pixels (Rs.)	Interstitial Advertisment Property (Rs.)	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (Rs.)	Video Advertisment of minimum 300 x 250 pixels (per 10 seconds) (Rs.)	Per Push Notification of maximum 160 characters [One Push Notification] (Rs.)	
A+	25	30	30	32	35	17500	22500	25000	50000	75000	25	0.2	
A	22	25	22	25	32	17000	17500	24000	47500	72000	22	0.1	
B	15	20	15	20	30	15000	17500	20000	40000	60000	15	0.1	
C	5.25	5.65	5.65	5.65	5.65	5000	7000	7000	10000	12000	2	0.02	

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