

**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**

06.01.2025

**ADVISORY**

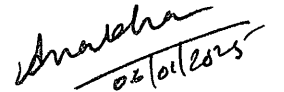
**Subject:** Notification of L1- Rates and Panel of Qualified Websites(Internet Websites Only – Category B & C)-reg

This is with reference to the RFP No. AD(NM)/EAC/WEBSITE/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 only category 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 13.11.2024 regarding opening of financial bids.

2. The list of qualified websites only recommended for empanelment after financial evaluation of bids, in accordance with the guidelines laid down in Digital Advertisement Policy 2023, is enclosed as **Annexure– I**. The L-1 rate matrix is enclosed at **Annexure II** (the rates will be offered to the recommended websites only for deliverables applied for/eligible).

3. The applicants should convey their acceptance by 13.01.2025 to the individual rate letters being offered, for being included in the final selected/empanelled list of Websites only (Category B&C).

This issues with the approval of competent authority.

  
(Anakha V)

Assistant Director (New Media)

**अनखा. वी / ANAKHA. V**  
सहायक निदेशक / Assistant 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 financially qualified Websites(Category B&C)**

Sl. No.	Website URL(Recommended for empanelment)	Category
1	<a href="https://www.onlymyhealth.com/">https://www.onlymyhealth.com/</a>	B
2	<a href="http://www.thelallantop.com">www.thelallantop.com</a>	B
3	<a href="https://www.rediff.com">https://www.rediff.com</a>	B
4	<a href="http://www.healthshots.com">www.healthshots.com</a>	B
5	<a href="http://www.tech.hindustantimes.com">www.tech.hindustantimes.com</a>	B
6	<a href="https://www.pinkvilla.com/">https://www.pinkvilla.com/</a>	B
7	<a href="https://www.thehealthsite.com/">https://www.thehealthsite.com/</a>	B
8	<a href="https://www.bollywoodlife.com/">https://www.bollywoodlife.com/</a>	B
9	<a href="http://www.webdunia.com">www.webdunia.com</a>	B
10	<a href="http://www.newindianexpress.com">www.newindianexpress.com</a>	B
11	<a href="http://www.news24online.com">www.news24online.com</a>	B
12	<a href="http://www.indiatodayne.in">www.indiatodayne.in</a>	B
13	<a href="http://www.gnttv.com">www.gnttv.com</a>	B
14	<a href="http://www.bharatsamachartv.in/">www.bharatsamachartv.in/</a>	C
15	<a href="https://www.lokmatnews.in/">https://www.lokmatnews.in/</a>	C
16	<a href="https://www.lokmattimes.com/">https://www.lokmattimes.com/</a>	C
17	<a href="http://www.catchnews.com">www.catchnews.com</a>	C
18	<a href="https://www.navarashtra.com/">https://www.navarashtra.com/</a>	C
19	<a href="https://www.enavabharat.com/">https://www.enavabharat.com/</a>	C
20	<a href="http://www.v6telugu.com">www.v6telugu.com</a>	C

*Amal*

21	<a href="https://www.punjabijagran.com/">https://www.punjabijagran.com/</a>	C
22	<a href="https://www.inextlive.com/">https://www.inextlive.com/</a>	C
23	<a href="https://www.firkee.in/">https://www.firkee.in/</a>	C
24	<a href="https://www.mapsofindia.com/">https://www.mapsofindia.com/</a>	C
25	<a href="http://www.newsroompost.com">www.newsroompost.com</a>	C
26	<a href="http://www.bhopalsamachar.com">www.bhopalsamachar.com</a>	C
27	<a href="http://www.ghamasan.com">www.ghamasan.com</a>	C
28	<a href="http://www.lalluram.com">www.lalluram.com</a>	C
29	<a href="http://www.crimetak.in">www.crimetak.in</a>	C
30	<a href="http://www.mpbreakingnews.in">www.mpbreakingnews.in</a>	C
31	<a href="http://www.npg.news">www.npg.news</a>	C
32	<a href="https://www.momjunction.com/">https://www.momjunction.com/</a>	C
33	<a href="https://www.stylecraze.com/">https://www.stylecraze.com/</a>	C
34	<a href="http://www.newstrack.com">www.newstrack.com</a>	C
35	<a href="http://www.opindia.com">www.opindia.com</a>	C
36	<a href="http://www.indianmasterminds.com">www.indianmasterminds.com</a>	C
37	<a href="http://www.newsnationtv.com">www.newsnationtv.com</a>	C
38	<a href="http://www.bangla.hindustantimes.com">www.bangla.hindustantimes.com</a>	C
39	<a href="http://www.auto.hindustantimes.com">www.auto.hindustantimes.com</a>	C
40	<a href="http://www.telugu.hindustantimes.com">www.telugu.hindustantimes.com</a>	C
41	<a href="http://www.tamil.hindustantimes.com">www.tamil.hindustantimes.com</a>	C

*Shruti*

42	<a href="http://www.kannada.hindustantimes.com">www.kannada.hindustantimes.com</a>	C
43	<a href="http://www.marathi.hindustantimes.com">www.marathi.hindustantimes.com</a>	C
44	<a href="http://www.etnownews.com">www.etnownews.com</a>	C
45	<a href="http://www.zoomtventertainment.com">www.zoomtventertainment.com</a>	C
46	<a href="https://www.filmfare.com/">https://www.filmfare.com/</a>	C
47	<a href="https://www.femina.in/">https://www.femina.in/</a>	C
48	<a href="http://www.tribuneindia.com">www.tribuneindia.com</a>	C
49	<a href="https://www.desimartini.com/">https://www.desimartini.com/</a>	C
50	<a href="http://www.aninews.in">www.aninews.in</a>	C
51	<a href="http://www.yourstory.com">www.yourstory.com</a>	C
52	<a href="http://www.bollywoodhungama.com">www.bollywoodhungama.com</a>	C
53	<a href="https://www.zeenews.india.com/marathi/">https://www.zeenews.india.com/marathi/</a>	C
54	<a href="https://www.zeenews.india.com/tamil/">https://www.zeenews.india.com/tamil/</a>	C
55	<a href="https://www.zeenews.india.com/kannada/">https://www.zeenews.india.com/kannada/</a>	C
56	<a href="https://www.zeenews.india.com/gujarati">https://www.zeenews.india.com/gujarati</a>	C
57	<a href="https://www.zeenews.india.com/bengali/">https://www.zeenews.india.com/bengali/</a>	C
58	<a href="https://www.techlusive.in/">https://www.techlusive.in/</a>	C
59	<a href="https://www.zeenews.india.com/telugu/">https://www.zeenews.india.com/telugu/</a>	C
60	<a href="https://www.zeenews.india.com/malayalam/">https://www.zeenews.india.com/malayalam/</a>	C
61	<a href="https://www.zeenews.india.com/hindi/zeedisha">https://www.zeenews.india.com/hindi/zeedisha</a>	C
62	<a href="https://www.zeenews.india.com/hindi/zeephh">https://www.zeenews.india.com/hindi/zeephh</a>	C

*Amalika*

63	www.dinamani.com	C
64	www.samakalikamalayalam.com	C
65	www.kannadaprabha.com	C
66	www.hindutamil.in	C
67	www.punjabkesari.com	C
68	www.food.ndtv.com	C
69	www.thehansindia.com	C
70	https://www.mumbailive.com/en	C
71	www.swarajyamag.com	C
72	www.ap7am.com	C
73	www.izooto.com	C
74	www.thecricketlounge.com	C
75	www.theweek.in	C
76	www.bengali.indianexpress.com	C
77	www.gujarati.indianexpress.com	C
78	www.Forbesindia.com	C
79	www.theprint.in	C

*Anakha*

**Annexure II- L-1 rates Internet Website Only (Cat B & C)**

**Internet Website Only (Cat B & C)  
Category wise L-1 Rates (in Rs.)**

CAT EGO RY	[CPTI]					[Consolidated rate for 6 hours]				[Conso lidated rate for 24 hours]	[CPTI for a 10 second spot]
	300 x 250 pixels (Rs.)	728 x 90 pixels (Rs.)	300 x 600 pixels (Rs.)	970 x 250 pixels (Rs.)	Inter stiti al Adv erti se me nt Pro pert y (Rs.)	Fixed Banner of minimu m 300 x 250 pixels (6PM to 12 AM) (Rs.)	Fixed Banner of minimu m 300 x 250 pixels (12AM to 6 AM) (Rs.)	Fixed Banner of minim um 300 x 250 pixels (6AM to 12 PM) (Rs.)	Fixed Banner of minim um 300 x 250 pixels (12PM to 6PM) (Rs.)	Fixed Banner of minim um 300 x 250 pixels (Rs.)	Video Adverti sement of minimu m 300 x 250 pixels (per 10 second s) (Rs.)
B	15	20	15	20	30	15000	20000	20000	40000	60000	0.3
C	5.25	5.65	5.5	5.65	5	2625	3750	3750	2000	11250	0.2

*Anakha*