

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
SOOCHNA BHAWAN, CGO COMPLEX, LODHI ROAD, NEW DELHI-110003

RFP No: AD(NM)/EAC/D1D2/2425-NM

14.01.2025

Subject: Invitation of applications for Technical Empanelment of agencies having only websites(monthly Unique User Count from 1 lakh to less than 2.5 lakhs) limited to Category D1 & D2 by offering Base Rates for 'Advertisement Properties of Internet Websites only' with CBC-reg.

Whereas the Ministry of Information & Broadcasting has notified the Digital Advertisement Policy vide OM No. M-24013/75/2023-MUC-I dated 6th November 2023.

And whereas, the approval for amendment of the Digital Advertisement Policy, 2023 vide M-24013/75/2023-MUC-I for inclusion of websites under Category D1 & D2 dated 21.11.2024 has been accorded(relevant extract at **Appendix I**).

Now therefore, Central Bureau of Communication (CBC) invites fresh bids in single bid system (only technical bid) from Internet websites having unique monthly user count between 1 lakh and less than 2.5 lakh for technical empanelment with CBC for dissemination of messages of Central Government. There shall be no new discovery of rates and the technically qualified D1 category websites [1.75 lakh to < 2.5 lakh monthly UU Count] will be offered 75% of Category 'C' rates already discovered through tendering process of Website only (Category 'B' & 'C'). Similarly, technically qualified D2 category websites [1 lakh to < 1.75 lakh monthly UU Count] will be offered 50% of Category C rates discovered through tendering process of Website only (Category 'B' & 'C')(L-1 Rate Matrix for Category 'B' & 'C' websites can be seen at **Appendix II**). Those websites which have monthly unique user count greater than or equal to 2.5 lakhs **need not apply** under this scheme as for them empanelment process has already been completed. In case any such agency wants to apply, it can do so in the **next window**. The current empanelment of D1, D2 category websites would be subject to the terms and conditions enclosed in **Annexure-A**. The D1-D2 category website must have a minimum average Unique Users (from within India) per month (based on the average data of six months immediately preceding this empanelment viz from July 2024 to December 2024) as aforementioned which will be taken into consideration. Empanelment and advertisement rates offered will be co-terminus to the Website only(Category 'B' & 'C') panel i.e., up to 31.12.2027.

2. The bids shall be accepted in single bid system consisting only of Technical Bid. Applicants who wish to participate can apply online through the website (cbcindia.gov.in/cbc/vendor-login) before the last date as per para 5.



Applicants are required to submit their Bid as per timelines given below in a Master envelope superscribed “**Application for Empanelment of Internet Websites with CBC- Category D1 & D2**” should be deposited containing all the relevant documents. There should be no cutting/insertion/addition/modification/deletion, etc in the bid document. Incomplete applications would be summarily rejected. Following documents are required to be submitted:

A. **One Master envelope** containing following three separate envelopes bearing the following titles:

- i) **Envelope-1:** Receipt of Non-refundable processing fee of Rs 10,000/- paid online
- ii) **Envelope-2:** Technical Bid with original ink-signed documents i.e., Report on Unique User Count(on letter head), 3rd Party Ad Server Certificate(on Rs 100 stamp paper), Certificate of incorporation, certificate showing operation of at least one year(on letter head), PAN card, GST certificate, Blank tender document duly signed and stamped on each page, Affidavit on non-availability of properties if applicable(on Rs 100 stamp paper).
- iii) **Envelope-3:** Printout of the completed online application (duly signed and stamped)

B. The **Master Envelope should also indicate** the following on it clearly:

- i) Name of the website
- ii) Name of the company/entity
- iii) Name and Contact Number/Email ID of the authorized signatory (contact number and email id should be indicated clearly)
- iv) Address of the company/entity.

3. The tender document contains the following enclosures:

- Annexure A : Criteria for Eligibility and Terms & Conditions of Tender Document for Category D1 & D2 websites
- Annexure B : Format for Technical Bid
- Annexure C : List of website properties for which will Rates will be offered
- Appendix I : Extract of Digital Advertisement Policy relating to D1 & D2 websites.
- Appendix II : Rates discovered for “Category B & C Website only” by CBC.



4. The address and contact numbers for sending Bids (before stipulated time as per **Para(5)** below or seeking clarifications regarding this RFP are given below:

a.	Bids/queries to be addressed to	Anakha V, Assistant Director, CBC
b.	Postal address for sending the Bids	Central Bureau of Communication, Room No: 289 (2 nd Floor) Soochna Bhawan, CGO Complex, Lodhi Road ,New Delhi -110003
c.	Name/designation of the contact personnel	Anakha V, Assistant Director, Digital Media Wing, CBC
d.	Telephone number of the contact personnel	011-24369188
e.	E-mail Address of contact personnel	digitalmediacbc@gmail.com

5. Critical Dates:

Window Opening for Submission of Application Online	14.01.2025
Last date for submission of Applications online	04.02.2025
Last date for Submission of Bids Offline	07.02.2025
Date of opening of Technical Bids	Will be informed through an Advisory on CBC website

6. The bid should be accompanied with all necessary documents as mentioned in para 2 above, along with technical bid in format as per Annexure B with relevant ink-signed documents, failing which the bids are liable for rejection.
7. The Affidavits relating to 3rd Party Ad Server Certificate, and on non-availability of properties, if applicable, should be on stamp paper of Rs 100/- each separately.
8. CBC reserves the right to reject any bid if it is found to be in contravention of the terms and conditions mentioned in the tender document at Annexures A & B.

This issues with the approval of the competent authority.


(Ponnein Selvan)
Director (New Media)

Annexure A

Criteria for Eligibility , Terms and Conditions of Tender Document for empanelment under Category D-1 and D-2 websites only [as per Digital Advertising Policy 2023]

Nodal Agency

CBC shall be the nodal agency for all Central Government Ministries/ Departments for advertising through CBC empanelled internet websites.

A.1. Criteria for Eligibility

- i. The website must be at least ONE year old and must be continuously in operation under the same name (website address) for a minimum of one year. The period shall be calculated backwards from the date on which the website applies for empanelment with CBC.
- ii. The website must have a minimum average Unique Users (from within India) per month (based on the data of six months immediately preceding the date of applying for empanelment) for the category as indicated below:

Websites Unique Users Count Qualification criteria – from 1 lakh to less than 2.5 lakh.

Category	Average Unique User Count (per month)
D1	1.75 lakh to < 2.5 lakh
D2	1 lakh to < 1.75 lakh

- iii. The website must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's auditors/authorised representative of the entity. CBC will cross-check the UU data submitted by the website through an internationally accepted and credible third-party tool that monitors website traffic in India.
- iv. Only the websites which are owned and operated by companies that are incorporated in India will be considered for empanelment. However, website owned by foreign companies or of foreign origin may be eligible if such websites have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. In such case, the Indian branch of foreign company must be at least one year old, as mentioned at Para (i) above.



- v. Only non-government websites are required to participate in the bid for empanelment. Government/Central or State PSU's websites will be empanelled directly if they accept the L1 rate matrix offered to other similar category private websites, provided the number of unique users is as per the criteria for that category.
- vi. Different websites belonging to one company/group can be empanelled, provided they separately/individually fulfill the UU count criteria. In other words, NO bunching/adding of UU count of the different websites of one group/company would be permitted. Also, such websites will be required to submit separate applications for each website.
- vii. CBC reserves the right to decline empanelment or suspend empanelment of any website if its content is found to be anti-national/obscene/indecent/anti-social/violative of communal harmony and national integrity or deemed objectionable or unsuitable for Government communication in any form or is in violation of the extant Laws of India. The decision of DG/Pr DG at CBC shall be final.
- viii. The applications submitted directly by companies owning and operating the website will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a website or group of websites.
- ix. CBC advertisements/messages, released on behalf of Central Government Ministries/Departments/Autonomous Bodies and Public Sector Units, must be displayed prominently for maximum viewership and must obtain the stipulated Click Through Rate (CTR).

A.2. Advertisement Properties for Websites

- (i) CBC shall publish standard size web banners on the websites and the standard video advertisement inventory. The list of properties for which rates will be offered is at **Annexure C**. CBC will offer rates to websites for standard banner advertisements on Cost Per Thousand Impressions (CPTI) basis and a minimum Click-Through Rate (CTR) of 0.30 (i.e., 3 clicks per thousand impressions or 3000 clicks per million impressions) will be fixed across the categories, which should be reflected in the reports generated through the third-party server.
- (ii) CTR of less than 0.3 but up to 0.2 per Release Order will invite a deduction of 20 per cent in the billed amount. CTR of less than 0.2 but up to 0.1 per Release Order



will invite a deduction of 30 per cent in the billed amount. CTR of less than 0.1 per Release Order will invite a deduction of 50 per cent in the billed amount. The rates shall be determined based on the process detailed herein after.

A.3. Empanelment Scheme [Scheme for Empanelment of Category 'D' Websites]

- i. D Category: Websites with Unique Users Count as under will qualify for empanelment in subcategories as under:-

Category	Average Unique User Count (per month)
D1	1.75 lakh < 2.5 lakh
D2	1 lakh < 1.75 lakh

- ii. Base Rates for Category D Websites:

The category D websites will be offered base rate as follows:

- (a) Category D1: 75% of Category 'C' website rates discovered through tendering process of Website only (Category 'B' & 'C') (L-1 Rate Matrix for Category 'B' & 'C' websites can be seen at **Appendix II**)
- (b) Category D2: 50% of Category 'C' website rates discovered through tendering process of Website only (Category 'B' & 'C') (L-1 Rate Matrix for Category 'B' & 'C' websites can be seen at **Appendix II**)

A.4. Scrutiny, Compliance and Billing:

- i. All websites applying for empanelment will submit a notarized certificate under name, signature, and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of CBC empanelment as well as the decision of CBC regarding their empanelment. In case, the information submitted by any entity is found to be false/incorrect in any manner, the entity can be suspended and/or debarred from empanelment or applying for empanelment for next three years.
- ii. The website will have to submit bills ONLINE and also PHYSICAL bills within 30 days from the last day of the campaign as per Release Order, along with a campaign report that will mention the number of impressions generated and the CTR.

- iii. Websites will place all CBC released advertisements only through the Third Party-Ad-Server (3-PAS) engaged by CBC. However, in case of CBC deciding to accept reports from a third-party server engaged by the empanelled websites, CBC will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Server will be borne by the entity only. The reports, however, will still have to be generated and submitted as mentioned in Para A.4(ii) above, along with grant of access to applicant's dashboard of the campaign, as the same will be required to verify the campaign credentials and processing of bills.
- iv. It will be the responsibility of the website owner to comply with extant rules and regulations as prescribed by the Government of India Laws.
- v. There will be no change in rates once offered to and accepted by an empanelled website for the tenure of empanelment except on review of unique user data in April every year as provided in A.5 (ii).
- vi. The cost of all technical requirements, such as adapting the design format provided by CBC to the website's format, shall be borne by the website.

A 5. Tenure, Revision and Panel:

- i. Empanelment and Advertising Rates finalized shall be valid for three years from the date of notification of panel by CBC and shall be extendable for an additional period of one year with the approval of PDG/DG , CBC.
 - ii. XX[not relevant for Category D websites]
- iiA While the provisions of sub-clause (i) and (ii) apply to Category A+, A, B, C websites, the guiding principle for category D and Category E websites will be as under:
- (a) **Category D Websites:** Empanelment window shall be opened after the rate discovery of Category A+, A, B, C websites in the succeeding quarter. The applications thereafter may be called every quarter for the remainder of the panel tenure. Such applicants will be empanelled for the remainder duration of the panel tenure based on technical qualification scrutiny basis and no financial bids are to be taken i.e., the technically qualified websites will have to accept the L1 rate matrix already discovered at the time of panel creation for the remainder tenure of the panel. Such entities will join the panel with effect from the day as notified by CBC for the remainder of the tenure of the panel.



(b) Category E websites : xx[[not relevant for Category D websites]

Review of Category D and E websites

(c) In case of Category D websites, if the unique user count changes during review, corresponding upgrade/downgrade of the rate will be done as per provision 5(iii).

(iii) The Unique User Data of each of the empanelled website/mobile application will be reviewed in the first week of April every year by CBC and accordingly upwards/downwards revision of the category (with corresponding L1 Rate Matrix) will be considered. DG/Pr DG, CBC decision will be final in this regard.

(iv) An empanelled entity may be debarred from Government advertisements from CBC, for the remaining period of the panel tenure, if it refuses to accept and carry advertisements issued by CBC on behalf of any organization of the Government of India on more than one occasion.

(v) Empanelment doesn't entitle any legal right to work. Award of advertisements to entities would be decided by CBC in consultation with the organization on behalf of which CBC is releasing the advertisement and consideration of factors such as nature and needs of the campaign, target audience among others.

(vi) Notwithstanding any of the provisions mentioned above for empanelment of entities and their rates and other terms and conditions, in case of any disagreement, the decision of DG/Pr DG, CBC shall be final.

A.6. Panel formation

- i. To avoid multiplicity of panels, a combined panel for impression-based banner, fixed property of varying slot sizes and video advertisements in each category (namely D1 and D2)(Annexure C) shall be formed and qualified websites have to accept offered **Base Rates as a whole as defined in A3(ii)**.
- ii. CBC may also empanel applicants who don't have not more than two of the advertisement sizes under the condition that they accept **the complete Base Rate matrix as defined in A3(ii) for the rest of the properties**. A written notarized certificate to that effect may be shared stating non-availability of sizes along with technical bid.
- iii. **Other advertisement inventory sizes** may also be given rates on pro-rata basis taking the per square pixel rate of 300 x 250 pixels banner property of Category D1/D2 as the case may be, if DG/Pr DG, CBC deems it necessary based on needs of

the campaign. In such cases, the Release order specifically mentions the rates given to specific advertisement inventory

- iv. Any other advertisement properties that may become available/subsequently deemed necessary in “Category B and C Websites Only” may also be offered to Category D1/D2 websites in terms of the Base Rate matrix scheme as **defined in A3(ii) of this RFP** [75 % Rate for D1 and 50% Rate for D2].

A.7 .Documents to be submitted with the Online Application

- i. Documents in support of Para A.1 (i)
- ii. The website must report their average monthly Unique User (UU) count for the last six months, duly certified by the website’s auditors/authorized representative of the entity i.e from July 2024 to December 2024.
- iii. Certificate of Incorporation as per Para A.1 (iv)
- iv. Undertaking in the form of a certificate as per Para A.4 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per A.4 (ii) and A.4.(iii).
- v. Application fee receipt of Rs. 10,000/- per website (non-refundable)(to be paid online)
- vi. Affidavit (if applicable) on non-availability of advertisement sizes in support of Para A.6.(ii).



Annexure-B

Technical Bid*

1. Name of the Website(URL):
2. Address of the registered office:
3. Category for which the application is made(D1/D2):
4. Date of incorporation of the company:
5. Date of launch of website:
6. Date from which the website is in continuous operation:
7. Average number of unique Users per month for last 6 months(from July 2024 to December 2024):
8. Is the website India based(Yes/No):
9. If the answer to the above question is no, does the website have wholly owned company registered and operating in India, which looks after their Indian advertisement business. If yes, the details thereof.

The applicants are requested to read the para2 of the tender document carefully with regards to submission of necessary documents along with their bids. Applicants can use the website (cbcindia.gov.in/cbc/vendor-login) to apply for empanelment; however physical bids should also be submitted to CBC.

(Name of authorized signatory)
Sign,Stamp and Seal

*To be printed on letter head

List of Documents to be submitted with Technical Bid in physical format:

- i. Receipt of Non-refundable processing fee of Rs 10,000 paid online
- ii. Technical Bid
- iii. Following original ink signed documents:
 - a. Report on Unique User Count
 - b. 3rd party Ad Server Certificate(on Rs 100 stamp paper)
 - c. Certificate of Incorporation
 - d. Certificate showing operation of at least one year
 - e. PAN card
 - f. GST certificate
 - g. Blank tender document duly signed on each page
 - h. Affidavit on non-availability of properties if applicable(on Rs 100 stamp paper)
 - i. Printout of the completed online application(duly signed and stamped)



Annexure C

Properties for which rates are being offered for Category D1 & D2 websites by CBC

	Property
Category D1/D2	300 x 250 pixels
	728 x 90 pixels
	300 x 600 pixels
	970 x 250 pixels
	Interstitial Advertisement property
	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)
	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)
	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)
	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)
	Fixed Banner of minimum 300 x 250 pixels (24 Hours)
	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)



APPENDIX-I

EXTRACT(as relevant to Category D websites)

(Amendment in the Digital Advertisement Policy, 2023 notified on 06.11.2023 to bring within its ambit new category of websites which are in niche category and are of regional and hyper local importance are not fulfilling the criteria for empanelment as provided under existing policy)

1.A new clause A 3.3 to be inserted as following:

A 3.3- Scheme for Empanelment of Category D and Category E Websites

- i) D category: Websites with Unique Users Count as under will qualify for empanelment under subcategories as under:

Category	Six monthly Average Unique User Count
D1	1.75 lakh to < 2.5 lakh
D2	1 lakh to < 1.75 lakh

ii)E Category: xxx

iii) Base Rate for Category D and E Websites:

The category D websites will be offered base rate as follows:

- (a) Category D1: 75% of Category C website rates discovered through tendering process
- (b) Category D2: 50% of Category C website rates discovered through tendering process
- (c) xxx

2. A new clause A.5(ii)A regarding “Tenure Revision & Panel”, will be inserted as under:

A.5(ii)A: While the provisions of sub-clause(i) and (ii) apply to Category A+, A, B, C websites, the guiding principle for Category D and Category E websites will be as under:

(a) Category D websites: Empanelment window shall be opened after the rate discovery of Category A+, A, B, C websites in the succeeding quarter. The applications thereafter may be called every quarter for the remainder of the panel tenure. Such applicants will be empanelled for the remainder duration of the panel tenure based on technical qualification scrutiny and no financial bids are to be called for i.e., the technically qualified websites will have to accept the L1 rate matrix already discovered at the time of panel creation for the remainder tenure of the panel. Such entities will join the panel with effect from the day as notified by CBC for the remainder of the tenure of the panel.

(b) xxx

Review of Category D& E websites

(c) In case of Category D websites, if the unique user count changes during review, corresponding upgrade/downgrade of the rate will be done as per provision A.5(iii). Category E websites on achieving higher user count can also be eligible for such up gradation.

(d) xxx



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

CATEGORY	[CPTI]					[Consolidated rate for 6 hours]				[Consolidated 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.)	Interstitial Advertisement 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 Advertisement of minimum 300 x 250 pixels (per 10 seconds) (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

