

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

17 Jan 2025


**ADVISORY**

**Subject:** Notification of Panel of 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 B&C 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 06.01.2025 regarding notification of L1 rates and Panel of Qualified Websites.

2. Accordingly rate letters were sent to 79 qualified Internet Websites Only- Category B&C applicants. In terms of said policy, 74 qualified Internet Websites Only - Category B&C applicants (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 06.01.2025 will come into effect from 20.01.2025 and the panel will be valid till 31.12.2027.

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

  
(Anakha V)

Assistant Director (New Media)

अनखा. वा / 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 Category-wise List of empanelled Websites(Category B&C) with CBC**

<b>Sl. No.</b>	<b>Website URL(Recommended for empanelment)</b>	<b>Category</b>
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

*Anabela*

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
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

*Ana*

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
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

*Ana*

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
63.	<a href="http://www.dinamani.com">www.dinamani.com</a>	C
64.	<a href="http://www.samakalikamalayalam.com">www.samakalikamalayalam.com</a>	C
65.	<a href="http://www.kannadaprabha.com">www.kannadaprabha.com</a>	C
66.	<a href="http://www.hindutamil.in">www.hindutamil.in</a>	C
67.	<a href="http://www.punjabkesari.com">www.punjabkesari.com</a>	C
68.	<a href="http://www.thehansindia.com">www.thehansindia.com</a>	C
69.	<a href="http://www.swarajyamag.com">www.swarajyamag.com</a>	C
70.	<a href="http://www.izoto.com">www.izoto.com</a>	C
71.	<a href="http://www.theweek.in">www.theweek.in</a>	C
72.	<a href="http://www.bengali.indianexpress.com">www.bengali.indianexpress.com</a>	C
73.	<a href="http://www.gujarati.indianexpress.com">www.gujarati.indianexpress.com</a>	C
74.	<a href="http://www.theprint.in">www.theprint.in</a>	C

*Ananta*

**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*