

No 22204/MMA/Empt/CBC/23-24
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
(AV PRODUCTION WING)

Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi – 110003
18th Jan 2025

ADVISORY

Subject: Empanelment of Multimedia Agencies without Rate Card – regarding.

This is with reference to the applications submitted by interested entities to CBC for empanelment as Multimedia Agencies without Rate Card.

2. The list of applicants shortlisted for empanelment under Categories 'A', 'B', and 'C' in addition to the existing panel is enclosed as **Annexure - I**. The respective category of empanelment for each agency is indicated alongside the agency's name.

3. These agencies are empanelled with the Central Bureau of Communication solely for the purpose of design and production of creative assets.


This issues with the approval of the competent authority


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

ANNEXURE – I

List of applicants shortlisted for empanelment under Categories 'A', 'B', and 'C' of the Multimedia Panel without Rate Card is as under:

S. No	Agency Name	Empanelled Category
i.	M/s TV 18 Broadcast Ltd.	Category 'A'
ii.	M/s Viacom 18 Media Pvt. Ltd.	
iii.	M/s Design Indya	
iv.	M/s ZEE Entertainment Enterprises Ltd.	
v.	M/s Creative Land Asia Pvt. Ltd.	
vi.	M/s Panchtatva Advertising	Category 'B'
vii.	M/s Adwit India Pvt. Ltd.	Category 'C'
viii.	M/s ANJ Creations Pvt. Ltd.	
ix.	M/s Ankur Media Pvt. Ltd.	
x.	M/s Barasia Advertising Ltd.	
xi.	M/s DAPS Advertising Ltd.	
xii.	M/s Hashtag Orange	
xiii.	M/s Softline Studio Services	
xiv.	M/s Thinking Cap Creatives Pvt. Ltd.	
xv.	M/s Showcraft Productions Pvt. Ltd.	
xvi.	M/s Object One Information Systems Ltd.	
xvii.	M/s Prayas Creations	
xviii.	M/s Giraffe Advertising & Marketing Pvt Ltd.	
xix.	M/s MG Advertising	


के अनुराग कुमार / K Anurag Kumar
सहायक निदेशक / Assistant Director
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