

No 22201/DCID/RFP-MMA/2425
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
(AV PRODUCTION WING)

Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi - 110003
21st April 2025

ADVISORY

Subject: Empanelment of Multimedia Agencies with Rate Card - Base (Non-Startups) – Technical Presentations Evaluation – Central Bureau of Communication – regarding.

This is with reference to the RFP No. 22201/DCID/RFP-MMA/2425 dated 1st October 2024 for Empanelment with Central Bureau of Communication as a Multimedia Agency with Rate Card.

2. The list of applicants shortlisted **under Base (Non-Startup) category only** for the Technical Presentations Evaluation is enclosed as **Annexure – I**.

3. The presentations shall be held in phased manner on the dates as specified in **Annexure – I**. ***The specific themes assigned to applicants for the presentations shall be communicated to applicants via email.*** The themes shall be communicated in advance such that all applicants are given uniform time duration for the preparation of their respective presentations.

4. The venue for all the presentations shall be as under:

Central Bureau of Communication
Room No 259 (Main Conference Hall), Second Floor,
CGO Complex, Lodhi Road, New Delhi

5. The detailed guidelines to the participating applicants for the presentations are enclosed as **Annexure – II** for strict adherence.

This issues with the approval of competent authority.


(K Anurag Kumar)
Assistant Director

ANNEXURE - I**The list of agencies shortlisted for the Technical Presentation Evaluation:**

S. No	Application No	Agency Name	Schedule of Presentations
1	1124M0128	Ms Samadhan Samiti	Themes shall be shared via email on 22nd April 2025. Presentation on 29 th April 2025.
2	1124M0235	Abhay Techno Services Private Limited	
3	1124M0038	Insight Brandcom Private Limited	
4	1124M0071	MCS COMMUNICATIONS PVT LTD	
5	1024M0036	TATTVA CREATIONS PRIVATE LIMITED	
6	1124M0078	PRADIP ADVERTISING AND CO	
7	1024M0030	SQUARE COMMUNICATIONS PVT LTD	
8	1124M0070	OMMCOM MEDIA PVT LTD	
9	1024M0039	Exclusive Advertising Private Limited	Themes shall be shared via email on 23rd April 2025. Presentation on 30 th April 2025.
10	1124M0054	TIGER ADVERTISING	
11	1124M0094	WINGS	
12	1124M0157	NEW GENESIS	
13	1124M0009	Critique Communication Private Limited	
14	1124M0240	NSB PRODUCTIONS PRIVATE LIMITED	
15	1124M0007	Priya Communication	
16	1124M0119	DISHA COMMUNICATIONS PRIVATE LIMITED	

17	1124M0106	ACTION FOR RURAL DEVELOPMENT	Dates shall be announced shortly.	
18	1124M0130	FALCON		
19	1124M0199	PURE LIFE SOCIETY		
20	1124M0133	INFO TECH SOLUTIONS		
21	1024M0022	PRAYAS CREATIONS ADVERTISING PVT LTD		
22	1124M0025	Panchtatva Advertising		
23	1124M0117	National Advertising Agency		
24	1124M0265	KAUTILYA MULTICREATION PVT LTD		
25	1124M0203	Super Ads Creative Media Private Limited		Dates shall be announced shortly.
26	1124M0113	E Factor Experiences Limited		
27	1124M0238	Smriti Television Media And Films Pvt Lt		
28	1124M0152	Visual House India Private Limited		
29	1124M0177	Genesis Media Private Limited		
30	1124M0269	Peacock Events & Exhibitions Pvt Ltd		
31	1124M0144	Rajkarne Media Waves Pvt. Ltd.		
32	1124M0051	Lalit Advertising		



33	1124M0083	The Press Trust of India Limited	Dates shall be announced shortly.	
34	1124M0236	Paramin Advertising and Marketing Associ		
35	1124M0249	INVICTA MEDIA PRIVATE LIMITED		
36	1124M0268	Degree 360 Solutions Pvt Ltd		
37	1124M0181	VATSANA TECHNOLOGIES PVT LTD		
38	1124M0282	Mode advertng and marketing pvt ltd		
39	1024M0064	Pamm Advertising and Marketing		
40	1124M0206	SPEEDWAYS ADVERTISING		
41	1124M0093	Associated Advertising Private Limited		Dates shall be announced shortly.
42	1124M0080	Promodome Communications Pvt LTD		
43	1124M0118	Banyan Infomedia Private Limited		
44	1124M0244	Omni Media Communications Private Ltd.		
45	1124M0171	Softline Studio Services		
46	1124M0091	Giraffe Advertising and Marketing P Ltd		
47	1124M0040	Akar Advertising and Marketing Pvt Ltd		
48	1224M0020	Vivid India Advertising and Marketing		

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49	1124M0173	COMFED PRODUCTIONS PVT. LTD.
50	1124M0213	ThinkingCap Creatives Pvt Ltd
51	1124M0270	DOT COMMUNICATIONS
52	1024M0011	Oasis Films and New Media
53	1124M0279	Marshall Advertising Company
54	1124M0255	LAKSHAYA ENTERTAINMENTS PVT LTD
55	1024M0061	Khushi Media
56	1124M0227	ANJ Creations Private Limited
57	1124M0069	VVAC BUSINESS OF IDEAS PRIVATE LIMITED
58	1224M0022	Pehachan Advtg And Mktg Pvt Ltd
59	1224M0004	ANHAD STUDIO PVT LTD
60	1124M0174	Mg Advertising
61	1124M0271	Trident Exhibitors

Dates shall be announced shortly.

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ANNEXURE – II

Guidelines for Technical Presentation Evaluation of the Applicants for Empanelment as Multimedia Agencies with Rate Card

Applicants who have been successfully shortlisted for the technical presentation evaluation stage are required to deliver a presentation before the Selection Committee. The presentation must include the following materials submitted on a pen drive, which must be clearly labelled with the agency's name:

1. **Showreel of Past Work** [to be submitted in a Pen Drive duly indexed]:
 - i. One Showreel of TVCs (up to 2 minutes duration)
 - ii. One Full-Page Print Creative or Outdoor Creative or Infographics
 - iii. One reel or shorts of up to 30 seconds
 - iv. One documentary of more than 5 minutes
 - v. One animation video work
 - vi. One past showreel of Flash Mob or Nukkad Natak

Note: Agencies are advised to bring along a copy of the complete video/creative that is shown to the committee in the showreel.

2. **Documents to support the works presented in the Showreel** [to be submitted in a Pen Drive as a PDF only]:
 - i. The agency must submit a summary data sheet for all the works showcased in the showreel along with supporting documents in the following format:

S. No.	Type of Creative Asset (Video/Audio Spot, Print Advt etc.)	Title of Creative Asset	Name of the Client	Year of Production	Work Order or Work Completion Certificate No.

- ii. The agency must submit the corresponding work orders or work completion certificates against each work presented in the showreel.
3. **New Campaign Brief:** Concept note, creative conceptualizations, and scratch creatives focused on the theme assigned to the agency.

4. New Campaign Brief must at least cover the following [S. No (i) and (ii) below to be submitted in the form of a presentation which is not more than 5 slides]:
 - i. **Concept Note:** It should at the minimum contain the primary goal(s) of the campaign, articulate the key message(s) that the campaign intends to communicate to the audience and describe the creative direction and approach that will be used to convey the key message effectively.
 - ii. **Creative Conceptualisations:** It should include the artistic interpretation of theme or narratives related to the campaign.
 - iii. **Following Scratch Creatives** [to be submitted in a Pen Drive duly indexed]:
 - a) Campaign Logo and Tag Line
 - b) One video/TVC of up to 60 seconds
 - c) One radio jingle of up to 60 seconds
 - d) One Full-page Print Creative,
 - e) One Outdoor Creative,
 - f) Two Social Media Infographics
 - g) Production of two reels or shorts of up to 30 seconds
 - h) One animation video of up to 60 seconds
5. Agencies are advised to bring along the creative directors who designed the campaign and creatives at the time of presentations.
6. Please ensure all materials are compiled and submitted in accordance with the above guidelines.
