

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  
28<sup>th</sup> April 2025

**ADVISORY**

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

Please refer to the advisory dated 21<sup>st</sup> April 2025 issued by CBC regarding the matter mentioned in the subject line on RFP No. No 22201/DCID/RFP-MMA/2425 dated 1<sup>st</sup> Oct 2024.

2. The schedule of presentations of the shortlisted agencies 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  
Central Bureau of Communication  
Ministry of Information and Public Relations  
Government of India  
Lodhi Road, New Delhi-110003

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

<b>S. No</b>	<b>Application No</b>	<b>Agency Name</b>	<b>Schedule of Presentations</b>
1	1124M0128	Ms Samadhan Samiti	Themes already shared via email on 22nd April 2025. Presentation on 29 <sup>th</sup> 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	Presentation rescheduled to 5 <sup>th</sup> May 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	Themes shall be shared via email on 29 <sup>th</sup> April 2025. Presentation on 6 <sup>th</sup> May 2025.
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	
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	Themes shall be shared via email on 30 <sup>th</sup> April 2025. Presentation on 7 <sup>th</sup> May 2025.
34	1124M0236	Paramin Advertising and Marketing Associ	
35	1124M0249	INVICTA MEDIA PRIVATE LIMITED	Themes shall be shared via email on 1 <sup>st</sup> May 2025. Presentation on 8 <sup>th</sup> May 2025.
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	
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	

49	1124M0173	COMFED PRODUCTIONS PVT. LTD.	Themes shall be shared via email on 2 <sup>nd</sup> May 2025. Presentation on 9 <sup>th</sup> May 2025.
50	1124M0213	ThinkingCap Creatives Pvt Ltd	
51	1124M0270	DOT COMMUNICATIONS	
52	1024M0011	Oasis Films and New Media	
53	1124M0279	Marshall Advertising Company	Themes shall be shared via email on 3 <sup>rd</sup> May 2025. Presentation on 10 <sup>th</sup> May 2025.
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	

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**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.

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