

No. 22201/DCID/RFP-MMAEXP/2627

MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
(AV PRODUCTION WING)

Soochna Bhawan, Lodhi Road,
New Delhi – 110003
7th September 2026

ADVISORY

Subject: Queries/Clarifications and Banking Information to Submit Bank Guarantee - Invitation of only Technical Bids for Empanelment with Central Bureau of Communication as Multimedia Agencies with Rate Card (Executive Panel) or Multimedia Agencies with Rate Card (Base Panel) – regarding.

This is in continuation to the advisory no. 22201/DCID/RFP-MMAEXP/2627 dated 18th August 2026 issued on the above subject.

2. In continuation of the said advisory dated 18.08.2026, the following information is furnished for the information of interested entities with regard to creation of the Bank Guarantee:

Name	PAY & ACCOUNTS OFFICE (CBC-LOA)
Account No.	44114343216
IFSC Code	SBIN0000691
MICR Code	110002087
Currency	INR
Account Status	OPEN
Location/Address	M/o I&B, C Wing, 7th Floor, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110001

3. With regard to the queries/clarifications raised by the interested agencies in respect of the provisions of the RFP, the Statement of Queries and CBC Clarifications is enclosed herewith as **Annexure - I** for information.

4. The last date and time for submission of bids under the RFP has been extended up to **5:00 PM on 21st September 2026**.

This issues with the approval of the Competent Authority.


(K. Anurag Kumar)
Deputy Director (AVP)
के अनुराग कुमार / K Anurag Kumar
उप निदेशक / Deputy 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

Consolidated Statement of Queries and CBC Clarifications

S.No.	Question / Query	CBC Clarification
1	Clarify whether the Executive route permits an unincorporated contractual consortium acting through a nominated Lead Member, in addition to a separately registered/incorporated JV. If only a registered JV is permitted, specify that expressly and identify the required legal form.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
2	If an unincorporated consortium is permitted, allow the portal and bid to use the Lead Member's legal name, PAN and GST, supported by every member's constitutional and tax records, current CBC-specific resolutions/POAs, a consolidated consortium deed, member lock-in and joint-and-several liability.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) - Legal Entity
3	Confirm that JV-name registration/PAN/GST applies only to a separately registered JV.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) - Legal Entity
4	Confirm whether the pre-18-August DGIPR-specific instruments may be considered only as evidence of earlier arrangements, and whether the unchanged five members may execute fresh CBC-specific confirmations on their actual later dates, without such documents being backdated or represented as pre-existing the RFP.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) - Legal Entity
5	Permit member-wise audited statements and statutory-auditor certificates, with one Lead-Member reconciliation.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(iii) - Turnover
6	Confirm that the Rs. 50 crore average turnover and Rs. 10 crore average qualifying non-media-buying/creative-production revenue may be aggregated across members for the same selected three financial years.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(iii) - Turnover
7	Resolve whether Annexure E covers five or all six listed years and how FY 2025-26 figures are to be treated.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(iii) - Turnover
8	State whether the ten-year experience condition may be met by the Lead Member or any one consortium member.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(ii) – Industry Experience
9	State whether five qualifying Government multimedia orders submitted across members may collectively meet the cumulative Rs. 2 crore requirement and include at least one order of Rs. 50 lakh or more.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(iv) – Government Experience
10	State whether the Rs. 2 crore single-client campaign requirement may be contributed by any one member.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(v) – Large Campaign Experience
11	For Government-end-client work routed through a prime agency, prescribe the Government-to-prime-to-member evidence chain that CBC will accept.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(iv) – Government Experience
12	Allow qualifying member offices to be combined for two-zone presence; accept premises supported by a genuine lease/ownership record effective by the bid deadline, or permit the selected consortium to operationalise its second-zone office before execution of the rate contract, within a period prescribed by CBC.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(vi) – National presence
13	Confirm that each member's work samples and matching orders/completion certificates may be included in the consortium's Annexure J and technical presentation.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) - Legal Entity

14	Specify who is required to complete the portal application, sign Annexures C/E/J/K and the RFP, and appear on the Rs. 25 lakh EMD, Rs. 25 lakh PBG and Rs. 25,000 processing-fee record.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) - Legal Entity
15	Clarify any consortium MSE/Startup EMD exemption.	Please refer to Part (I), Para (16)
16	Clarify the required number of inner envelopes for a consortium bid.	Please refer to Annexure - L
17	Clarify the opening-date wording to be used pending CBC's advisory.	Please refer to Part (I), Para (1)(b)
18	Clarify whether Executive-without-Exhibition applicants must still submit exhibition/CAD material.	Please refer to Part (VI), Para (1), S. No (iv)
19	Clarify whether qualification requires 70 marks or strictly more than 70 marks.	Please refer to Part (VI), Para (2)
20	Make the complete authenticated L-1 rate schedule for the selected Executive option available before the bidder is required to exercise that option or accept rates.	Please refer to Part -I, Para (17)
21	Confirm that this technical-expansion process does not require bidders to quote fresh prices.	Please refer to Part (VI), Para (3)
22	Publish a clause-wise response/corrigendum applicable to all prospective bidders.	Please refer to CBC advisory no. 22201/DCID/RFP-MMAEXP/2627 dated 7 th Sept 2026.
23	Align the portal fields and annexures with the clarified position.	-
24	Extend the bid deadline by at least ten working days after publication of the clarification/corrigendum.	-
25	Confirm that an unincorporated contractual consortium is distinct from a separately incorporated/registered JV.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
26	Confirm such a consortium may apply through its nominated Lead Member without obtaining a new PAN, GST registration or incorporation certificate in the consortium's name.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
27	Confirm the Lead Member's PAN/GST and constitutional records, together with each member's corresponding records, the consortium agreement, powers of attorney and joint-and-several-liability undertaking, will be accepted.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
28	Confirm the requirement for registration/PAN/GST in the JV's name applies only where the applicant is a separately incorporated or registered JV.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
29	If the above is not CBC's intended interpretation, specify the exact legal form and documents required for an unincorporated consortium.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
30	Confirm whether CBC treats the pre-18.08.2026 DGIPR-specific instruments (read with the consolidated six-member DGIPR schedule dated 04.08.2026) as sufficient formation evidence, while the members execute a fresh CBC-specific consolidated/supplemental deed on its actual date after 18.08.2026, subject to the stated conditions (unchanged members, earlier instruments filed, later deed limited to CBC-specific scope/authority/work-share/lock-in/liability, no backdating).	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
31	If the pre-notification instruments and consolidated schedule are insufficient by themselves, allow their consolidation into one CBC-specific deed by the bid deadline without treating this as formation of a new consortium; alternatively, state the exact evidence CBC will accept as proof of formation on or before the notification date.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity

32	Confirm the ten-year industry-experience requirement may be met by the Lead Member or at least one consortium member.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity and Pre-qualification criteria mentioned in Part (II), Para (1)(ii) – Industry Experience
33	Confirm the Rs. 50 crore average-turnover threshold may be met by aggregating eligible turnover of members for the same selected three financial years.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity and, Part (II), Para (1)(iii) – Turnover
34	Confirm the Rs. 10 crore average non-media-buying/creative-production revenue threshold may be met by aggregating qualifying member revenue for the same selected three financial years.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity and Pre-qualification criteria mentioned in Part (II), Para (1)(iii) – Turnover
35	Confirm eligible Government multimedia-production work orders of different members may be combined to meet the five-work-order, cumulative Rs. 2 crore, and one-order-of-Rs. 50 lakh requirements.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity and Pre-qualification criteria mentioned in Part (II), Para (1)(iv) – Government Experience
36	Confirm the Rs. 2 crore single-client production-campaign requirement may have been executed by any one member.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity and Pre-qualification criteria mentioned in Part (II), Para (1)(v) – Large Campaign Experience
37	Confirm qualifying offices of different members may be combined to establish presence in two zones.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity and Pre-qualification criteria mentioned in Part (II), Para (1)(vi) – National Presence
38	Confirm past work, portfolios, work-order value and presentation credentials of all members may be evaluated as consortium credentials for technical evaluation.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity and Part (VI), Para (1)(b)
39	Permit member-wise audited financial statements and member-wise statutory-auditor certificates, supported by one consolidated reconciliation in the format of Annexure E.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity and Pre-qualification criteria mentioned in Part (II), Para (1)(iii) – Turnover
40	Confirm whether FY 2025-26 provisional/audited figures are acceptable.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(iii) – Turnover
41	Clarify whether Annexure E must cover five years or all six listed financial years.	Please refer Pre-qualification criteria mentioned in Part (II), Para (1)(iii) – Turnover
42	Clarify whether multimedia-production work ultimately performed for a Central/State Government body, PSU, autonomous/statutory body, regulator or public-sector bank will qualify where the work order was issued to a consortium member by an authorised prime contractor, event agency or implementation partner rather than directly by the Government end-client.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(iv) – Government Experience – Column titled Documentary Evidence
43	If such experience is admissible, prescribe the evidence chain to be accepted (Government-to-prime order, prime-to-member order/subcontract, invoices, completion/performance certificate, and proof identifying the Government end-client).	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(iv) – Government Experience – Column titled Documentary Evidence
44	Confirm that offices maintained by different consortium members may collectively satisfy the two-zone requirement.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(vi) – National Presence
45	Amend the documentary cut-off so that a genuine lease/ownership record existing by the bid deadline, or an undertaking to establish the second-zone office within 30 days of empanelment, may be accepted.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(vi) – National Presence
46	Prescribe the minimum Lead Member work share, minimum share of every member, maximum number of members, member lock-in period and permitted changes, if any.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i)

47	Confirm whether CBC requires one consolidated consortium agreement.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
48	Confirm whether CBC requires separate powers of attorney from every member in favour of the Lead Member.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
49	Confirm whether CBC requires a joint-and-several-liability undertaking from all members.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
50	Confirm whether CBC requires member-wise declarations in addition to Annexures C, E, J and K signed by the Lead Member.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
51	Clarify whose name, PAN and GST should be entered in the CBC portal for an unincorporated consortium.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
52	Clarify where and how all members and their supporting records are to be uploaded.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
53	Clarify whether every member must separately sign the RFP and declarations.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
54	Clarify whether the signed-RFP envelope is a third inner envelope, despite Annexure L listing only two inner envelopes.	Yes. All the pages of the RFP duly signed and stamped on each page should be separately submitted in an envelope. [<i>Envelope 3 super scribed as "Signed RFP"</i>]
55	Clarify what date should be written as the technical-bid opening date until CBC issues the promised opening advisory.	Mention "as per CBC Advisory".
56	Confirm whether the processing fee, Rs. 25 lakh EMD bank guarantee and post-empanelment Rs. 25 lakh performance bank guarantee may be paid/issued in the name of the Lead Member 'for and on behalf of the consortium', with all members jointly and severally liable.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
57	Clarify whether any MSE/Startup EMD exemption is available to a consortium and, if so, whose registration controls the exemption.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity and Part (I), Para (16)
58	Clarify whether an applicant choosing 'Executive Panel without Exhibition' must nevertheless submit past exhibition work and a CAD exhibition scratch design.	Please refer to Part (VI), Para (1), S. No (iv)
59	Clarify whether the qualifying score is 70 marks or more, or strictly more than 70 marks.	Please refer to Part (VI), Para (2)
60	Clarify when the complete authenticated Master L-1 Rate Matrix for the selected Executive option will be supplied, and confirm that no fresh financial quotation is required under this technical-expansion RFP.	Please refer to Part (VI), Para (3)
62	Make corresponding changes to the online application fields and annexures.	NA
63	Extend the bid-submission deadline by at least ten working days from publication of the clarification/corrigendum.	NA. However, please refer to CBC advisory no. 22201/DCID/RFP-MMAEXP/2627 dated 7 th Sept 2026.
64	Whether an agency is permitted to apply for both the Executive Panel and the Base Panel categories, subject to fulfilling the respective eligibility criteria for each.	Please refer to Part (III), para (9)
65	Consortium: What documents are required to be submitted for the Consortium and for each Consortium member?	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
66	Consortium: If only one or some Consortium members hold a valid MSME registration, will the Consortium be eligible for the Rs. 20 crore average-turnover relaxation, or is valid MSME registration required for all Consortium members?	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity and Part (II), Para (1)(iii) – Turnover

67	Consortium: How many agencies/members can come together to form a Consortium?	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
68	Consortium: Is there any prescribed Consortium Agreement/format that needs to be submitted?	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
69	Evaluation Stage Submission: When are the documents/materials required for the Technical Evaluation stage (past work samples, showreels, scratch creatives) required to be submitted/presented — only after technical scrutiny/shortlisting, or at the initial Technical Bid submission stage?	Please refer to Annexure - L
70	Physical Document Submission: What is the complete list of documents required to be submitted physically along with the Technical Bid?	Please refer to Annexure - L
71	Physical Document Submission: Must the physical documents reach the CBC office by the bid submission deadline, or is dispatch on or before the deadline sufficient?	Please refer to Part (I), Para (6)
72	Online Application: Where and how are Consortium-related documents (Consortium Agreement, etc.) to be submitted/uploaded, as no such option/section was found on the CBC portal?	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(i) – Legal Entity
73	Pre-Qualification Criteria, Point III: As the audited Balance Sheet for FY 2025-26 is not yet available (audit in progress), whether a provisional/unaudited Balance Sheet for FY 2025-26 can be submitted and accepted for fulfilling the eligibility criteria.	Please refer to Pre-qualification criteria mentioned in Part (II), Para (1)(iii) – Turnover
74	As an agency already empanelled under the existing Base Panel, whether submission of a fresh technical bid under this technical-expansion notice is required, and whether the existing empanelment remains valid or participation in the present process is mandatory.	Such an application is required only if currently empanelled Base Panel agency would like to be considered for Empanelment as Executive Panel agency. However, please refer to para (9) in Part III of the RFP.
75	Request for CBC's bank account details — IFSC Code, Account Number and Account Type — required by the bidder's bank to issue the EMD Bank Guarantee as per Annexure B.	Please refer to CBC advisory no. 22201/DCID/RFP-MMAEXP/2627 dated 7 th Sept 2026.
76	As per the RFP, the minimum average turnover requirement for the Executive Panel is ₹50 Crore in any 3 financial years out of the preceding 6 financial years. However, the RFP provides that, for MSMEs, the requirement shall be at least ₹20 Crore average turnover in any 3 financial years. We kindly request confirmation that an agency holding a valid MSME/Udyam Certificate shall be eligible for the Executive Panel with the relaxed minimum average turnover requirement of ₹20 Crore, subject to fulfilment of all other eligibility criteria.	Please refer to Pre-qualification criteria Part (II), Para (1)(iii) – Turnover
77.	The RFP states that agencies furnishing an MSME (Udyam) Certificate with their bids shall be exempted from payment of EMD. Kindly confirm whether submission of a valid Udyam/MSME Certificate along with the Technical Bid will be sufficient to claim complete exemption from the EMD of ₹25,00,000/- prescribed for the Executive Panel.	Please refer to Part (I), Para (16)

78.	As per the scope of work for the Executive Multimedia Panel, the agency is required to compulsorily provide services under the specified categories, including Video, Audio, Print & Outdoor, Social Media, Outreach, Animation and AR/VR/AI-related deliverables. In this regard, kindly clarify whether the experience/work orders submitted against the eligibility criteria must individually mention the specific compulsory multimedia categories/services, or whether a cumulative/composite multimedia work order, covering multiple relevant multimedia services/deliverables, shall also be considered eligible, provided that the scope of the work order clearly establishes that the work falls within the scope of the present RFP.	A cumulative/composite multimedia work order covering multiple relevant multimedia services/deliverables shall also be considered eligible, provided that the scope of work is clearly specified in the work order(s) and establishes that the work undertaken falls within the scope of the present RFP.
79.	As per the Evaluation Criteria, the RFP provides for presentation of past work and scratch creatives before the Technical Evaluation Committee. It also mentions that the campaign themes for scratch creatives shall be announced by CBC after completion of technical scrutiny. Kindly clarify whether the presentation and related creative materials are required to be submitted along with the Technical Proposal at the time of initial bid submission, or whether CBC will subsequently communicate the date, time, venue/mode and presentation requirements to technically eligible/shortlisted agencies after completion of technical scrutiny.	Part (VI), Para (1)(b), S. No (iv) and Annexure - L

