

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi – 110003

NEW MEDIA WING

ADVISORY

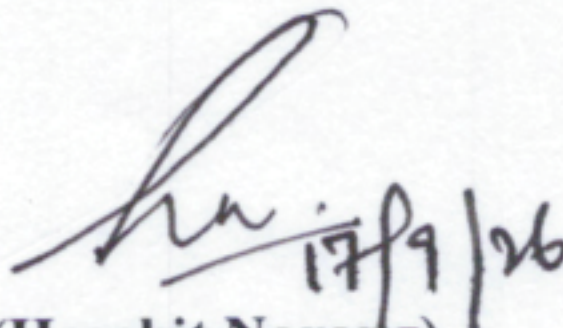
No. AD(NM)/EMP/MEDIA AGENCIES/2023/2026-EXP

Dated: September 17, 2026

Subject: Expansion of the Panel of Media Agencies for Digital Advertisement Services — Category-II — Technical presentation before the Technical Evaluation Committee on 23.09.2026 — reg.

In continuation of RFP No. AD(NM)/EMP/MEDIA AGENCIES/2023/2026-EXP, the technical bids received under Category-II for the expansion of the Panel of Media Agencies for Digital Advertisement Services have been evaluated.

2. On completion of the preliminary scrutiny and of the evaluation of the documents furnished the fourteen agencies listed in the Annexure to this Advisory have been found to fulfill the criteria prescribed for Category-II and are hereby called upon to make their technical presentation before the Committee.
3. The particulars of the presentation are as follows:
 - (i) **Date**: Wednesday, September 23, 2026.
 - (ii) **Session**: the presentations shall be held in two sessions. The forenoon session shall commence at 11:00 AM and the afternoon session at 2:30 PM. The session allotted to each agency is indicated in the Annexure, and within each session the agencies shall be taken up in the alphabetical order in which they are listed therein.
 - (iii) **Venue**: 2nd Floor Conference Room, Central Bureau of Communication, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi – 110003.
4. An agency that fails to make its presentation on the date and at the time allotted shall be treated as having forgone the opportunity and no separate opportunity shall ordinarily be granted. The Central Bureau of Communication reserves the right to alter the schedule or the sessions, of which due intimation shall be given.
5. This issues with the approval of the Competent Authority.


(Harshit Narang)

Deputy Director (New Media)
Central Bureau of Communication

To

The agencies listed in the Annexure — by electronic mail.

Copy to:

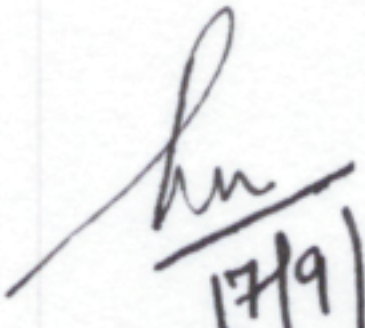
(i) PS to DG, CBC; (ii) ADG (New Media), CBC; (iii) all members of the Technical Evaluation Committee; (iv) NIC / Web Manager, CBC, for upload on the website of the Central Bureau of Communication.

ANNEXURE

Session-wise schedule of the technical presentation — Category-II — 23.09.2026

Sl. No.	Agency	Session on 23.09.2026	Time of commencement
1.	M/s Abhitech IT Solutions Private Limited	Forenoon	11:00 AM
2.	M/s ANJ Creations Private Ltd.	Forenoon	11:00 AM
3.	M/s Barcode Experiential Marketing LLP	Forenoon	11:00 AM
4.	M/s Big Trunk Communication Private Limited	Forenoon	11:00 AM
5.	M/s Concept Communication Ltd.	Forenoon	11:00 AM
6.	M/s Datability Technologies Pvt. Ltd.	Forenoon	11:00 AM
7.	M/s Degree 360 Solution Pvt. Ltd.	Forenoon	11:00 AM
8.	M/s Efficacy Worldwide Pvt. Ltd.	Afternoon	2:30 PM
9.	M/s Elements Mediaworks Private Limited	Afternoon	2:30 PM
10.	M/s Entertainment Network (India) Limited	Afternoon	2:30 PM
11.	M/s Graphisads Ltd.	Afternoon	2:30 PM
12.	M/s Purnima Advertising Agency	Afternoon	2:30 PM
13.	M/s RVCJ Digital Media Private Limited	Afternoon	2:30 PM
14.	M/s Speed Records Entertainment Private Limited	Afternoon	2:30 PM

Note: The agencies shall be taken up in the order in which they are listed above within each session. The Committee may, if the proceedings so require, vary the order or carry an agency over to the succeeding session, of which intimation shall be given at the venue.


17/9/26