

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  
14<sup>th</sup> May 2026

**Subject:** Invitation of Applicants for Presentation cum Evaluation - 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. All the applications successfully submitted to CBC have been scrutinised in accordance with the guidelines.

2. The list of applicants in that are shortlisted for the presentation cum evaluation stage is enclosed as **Annexure - I**.

3. The applicants listed at Annexure - 1 are invited for making presentations before the selection committee on **23<sup>rd</sup> May 2026 from 11:30 AM onwards** at the following venue:

Main Conference Room, Second Floor Central Bureau of Communication  
Soochna Bhawan, CGO Complex Lodhi Road, New Delhi

4. The detailed guidelines to the participating applicants for the presentations are enclosed as **Annexure - II**.

This issues with the approval of the competent authority.

  
(K Anurag Kumar)  
Deputy Director

**ANNEXURE - I**

List of shortlisted agencies:

<b>S. No.</b>	<b>Agency Name</b>	<b>Time Slot</b>
i.	M/s Zenkar Advertising	11:30 AM – 11:50 AM
ii.	M/s Global Media Marketing & Communications Pvt. Ltd.	11:50 AM – 12:10 PM
iii.	M/s Sophia Advertising Pvt. Ltd.	12:10 PM – 12:30 PM
iv.	M/s Expression 360 Services India Ltd.	12:30 PM – 12:50 PM
v.	M/s Ventures Integrated Communication Pvt. Ltd.	12:50 PM – 01:10 PM
vi.	M/s KMK Event Management Limited	01:10 PM – 01:30 PM
vii.	M/s Platinum Communications Pvt. Ltd.	01:30 PM – 01:50 PM
	<b>Lunch Break</b>	<b>02:00 PM – 02:30 PM</b>
viii.	M/s Ranchi Data System	02:30 PM – 02:50 PM
ix.	M/s Collectcent Digital Media Pvt. Ltd.	02:50 PM – 03:10 PM
x.	M/s YOptima Media Solutions Pvt. Ltd.	03:10 PM – 03:30 PM
xi.	M/s Axis Communications	03:30 PM – 03:50 PM

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**Guidelines for Presentation cum Evaluation of the Applicants for Empanelment as  
Multimedia Agencies without Rate Card**

Applicants who have been successfully shortlisted for the presentation cum evolution 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:
  - i. One Showreel of TVCs (up to 2 minutes duration)
  - ii. Two full-page Print Creative or Outdoor Creative or Infographics
  - iii. Two reels 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
  - vii. One Exhibition design organised by the agency
  
2. Documents to support the works presented in the showreel:
  - i. The agency must submit a summary of data sheet for all the works showcased in the showreel along with supporting documents in 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 work presented in the showreel.
  
3. **New Campaign Brief:** Concept note, creative conceptualisations, and scratch creatives focused on any of the following themes:
  - a. Local Tourism, Local Prosperity - Promoting domestic tourism
  - b. Respect, Not Sympathy - Inclusion and dignity for persons with disabilities

4. The Campaign Brief must, at a minimum, include the following components:

i. **Concept Note** - The Concept Note should, inter alia, contain following:

- a) The primary goal(s) and objectives of the campaign;
- b) The key message(s) proposed to be communicated to the target audience;  
and
- c) The creative direction, strategy and overall approach proposed to effectively convey the intended message.

ii. **Creative Conceptualisations** - This should include the artistic interpretation of the theme, storyline, narrative, or communication approach proposed for the campaign.

iii. **Scratch Creatives** - The following scratch creatives are required to be submitted as part of the proposal:

- a) Campaign Logo and Tagline;
- b) One video of up to 60 seconds duration;
- c) One radio jingle of up to 60 seconds duration;
- d) One full-page print creative;
- e) One outdoor creative;
- f) One social media infographic; and
- g) Two reels/short videos of up to 30 seconds duration each.

All materials may kindly be compiled and submitted in accordance with the above guidelines.

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