

AD(NM)/EAC/OTT/2324-NM
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi- 110003
NEW MEDIA WING

Date: 20.05.2026

Subject: Notification of L1-rates and Panel of Qualified Over-the-Top (OTT) platforms-reg

This is with reference to the RFP No. AD (NM)/EAC/OTT/2324-NM dated 15.01.2026 pursuant to the approval of Digital Advertising Policy 2023 by the Ministry of Information and Broadcasting for empanelment of agencies under Over-the-Top (OTT) platforms for execution of digital advertising campaigns for Central Bureau of Communication and its client ministries/departments and in continuation to Advisory of even number dated 02.04.2026 regarding opening of financial bids.

2. The list of qualified Over-the-Top (OTT) platforms recommended for empanelment after financial evaluation of bids, in accordance with the guidelines laid down in Digital Advertisement Policy 2023, is enclosed as Annexure I. The L1 rate matrix is enclosed at Annexure II.

3. The qualified agencies shall convey their acceptance to the rate matrix by 05.06.2026 to the individual rate letters being offered, for being included in the final selected/ empaneled list Over-the-Top (OTT) platforms.

This has the approval of Director General, Central Bureau of Communication


हर्षित नारंग / Harshit Narang
उप निदेशक / Deputy Director
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सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

Annexure I

| SI No. | Company Name | Platform Name | OTT Category as per CBC |
|--------|----------------------------------|------------------|-------------------------|
| (a) | Amazon Seller Services Pvt. Ltd. | Amazon MX Player | A |
| (b) | Sporta Technologies Pvt. Ltd. | FanCode | A |
| (c) | Zee5 | ZEE5 | A |
| (d) | Jiostar India Pvt. Ltd. | Jio Hotstar | A |



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Annexure II

| Sl. No. | Properties | Rates (in Rs.) | Unit | |
|---------|--|----------------|----------|----------|
| i. | Video Ad on Mobile/ desktop (pre-roll/ Mid-roll non-skippable) | 70 | CPTI/CPM | |
| ii. | Video Ad on CTV (pre-roll/Mid-roll non-skippable) | 150 | CPTI/CPM | |
| iii. | Display Pause Ad (min.300X50 px) | 80 | CPTI/CPM | |
| iv. | Home Screen Masthead Banner | Mobile/Desktop | 45 | CPTI/CPM |
| v. | | CTV | 45 | CPTI/CPM |
| vi. | Mobile Banner (min. size 320x50 px) | 45 | CPTI/CPM | |

| SL.No. | Properties | | Rate (in Rs.) | Unit |
|--------|---------------------|---------|---------------|----------|
| vii. | Live-Event Video Ad | Mobile/ | 125 | CPTI/CPM |
| vii | | Desktop | | |



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