

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi- 110003
NEW MEDIA WING

Dated: 27.08.2026

ADVISORY

Subject: Notification of the final panel of empanelled Over- the- Top (OTT) Platforms after acceptance of L-1 Rate Card- reg.

This is with reference to RFP No. AD(NM)/EAC/OTT/2324-NM issued vide Advisory dated 07.01.2026, read with the Corrigendum and revised RFP issued vide Advisory dated 16.01.2026, and in continuation of the Advisory of even number dated 20.05.2026.

2. The qualified platforms having conveyed their acceptance of the complete L-1 rate matrix, and with the approval of the competent authority, the OTT platforms listed at Annexure I stand empanelled with CBC under Category A for dissemination of Government of India's communication campaigns with the empanelment letters issued on 20.08.2026.

3. The empanelment shall remain valid for a period of three years from the date of this Advisory or until the validity of the Digital Advertisement Policy, 2023, whichever is earlier, extendable by one year with the approval of DG/Pr.DG, CBC.

4. The applicable L-1 rate matrix is at Annexure II. All video ad rates are on CPTI/CPM basis per 10 seconds (non-skippable) of creative duration. All rates are in INR, exclusive of GST, inclusive of all service costs.

5. All video campaigns shall be released on a non-skippable basis.

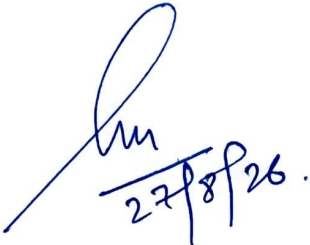
6. All the conditions as mentioned in the RFP shall remain applicable to the selected OTT platforms.

This issues with the approval of the Competent Authority.


(Harshit Narang)
Deputy Director (NM)
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

Panel of Empanelled OTT Platforms (Category A):

Sl. No.	Company Name	Platform Name	OTT Category as per CBC
(a)	Jiostar India Pvt. Ltd	JioHotstar	A
(b)	Zee Entertainment Enterprises Ltd	ZEE5	A
(c)	Amazon Seller Services Pvt. Ltd.	Amazon MX Player	A
(d)	Sporta Technologies Pvt. Ltd.	FanCode	A


27/8/26.

हाशित नारंग / Harshit Narang
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L1 Rate Matrix (all rates in INR, exclusive of GST):

Sl. No.	Property	Unit	L-1 Rate (in Rs.)
i.	Video Ad on Mobile/ Desktop (Pre-roll/Mid-roll Non-skippable)	CPTI/CPM per 10 seconds	70
ii.	Video Ad on CTV (Pre-roll/Mid-roll Non-skippable)	CPTI/CPM per 10 seconds	150
iii.	Display Pause Ad (min. 300X50 px)	CPTI/CPM	80
iv.	Home Screen Masthead Banner- Mobile /Desktop	CPTI/CPM	45
v.	Home Screen Masthead Banner- CTV	CPTI/CPM	45
vi.	Mobile Banner (min. size 320x50 px)	CPTI/CPM	45
vii.	Live- Event Video Ad- Mobile/Desktop (Non-skippable)	CPTI/CPM per 10 seconds	125

Note:

- Zee & Amazon: Maximum duration for video ads shall be 60 seconds (non-skippable)
- FanCode: Maximum duration for video ads shall be 30 seconds (non-skippable)
- Jio: Maximum duration for video ads shall be 30 seconds (non-skippable) for sports platform and Maximum duration for video ads shall be 55 seconds (non-skippable) for entertainment.


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