

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

ADVISORY

Subject: Opening of Technical Empanelment Window for expansion of panel of Website only (Category B & C)

1. In continuation of this Bureau's previous RFPs for empanelment of websites, it is hereby informed that empanelment window is now open. Hereafter, empanelment window will be opened on the 1st day of every quarter (1st January, 1st April, 1st July and 1st October) and shall be open for a period of 21 days on each occasion. Tenure of the panel is till 31.12.2027. Interested entities can apply through www.cbciindia.gov.in. In each quarter, online empanelment window will be open for a period of 21 days. Additional 7 days will be provided for submission of physical bids. Bids received post this deadline will be transferred to next quarter.
2. Critical dates for window opening and Submission of Applications (Online & Physical):

Quarter	Last date of Online Submission	Last date of Physical Submission
1 st Quarter i.e. January	21 st January	28 th January
2 nd Quarter i.e. April	21 st April	28 th April
3 rd Quarter i.e. July	21 st July	28 th July
4 th Quarter i.e. October	21 st October	28 th October

3. This is a technical empanelment and financial bids are not sought from the applicants. Post technical qualification and upon acceptance of L-1 rates, websites will be empanelled with CBC.
4. Following is the user count criteria for applying under Website only category (B & C):

Category	Average Unique User Count per month (based on the latest available six months' data)
B	5-10 million
C	0.25-5 million

5. All Other terms and conditions of the RFP and the Digital Advertisement Policy shall remain unchanged and binding. Please refer to the RFP enclosed as **Annexure-I** for the detailed terms and conditions. The address and contact details for submission of bids or seeking clarifications regarding this RFP are as under:

Harshit Narang, Deputy Director, New Media
Room No. 363, Soochna Bhawan, CGO
Complex, Lodhi Road New Delhi- 110003
Phone: 011-24369598
Email: digitalmediacbc@gmail.com

This issues with the approval of the Competent Authority.

Anakha V
01/07/2026

(Anakha V)
Assistant Director (New Media)
Central Bureau of Communication

सहायक निदेशक / Assistant 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

Criteria for Eligibility and Terms & Conditions of Tender Document

1. Nodal Agency

CBC shall be the nodal agency for all Central Government Ministries/Departments for advertising through CBC empanelled internet websites.

2. Criteria for Eligibility

i) The website must be at least ONE year old and must be continuously in operation under the same name (website address) for a minimum of one year. The period shall be calculated backwards from the date on which the website applies for empanelment with CBC.

ii) The website must have a minimum average Unique Users (from within India) per month (based on the data of six months immediately preceding the date of applying for empanelment) for the category as indicated below:

Category	Average Unique User Count (per month)
B	5 - 10 million
C	0.25 - 5 million

iii) The website must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's auditors/authorised representative of the entity. CBC will cross-check the UU data submitted by the website through an internationally accepted and credible third-party tool that monitors website traffic in India.

iv) Website wishing empanelment will have to accept the L-1 rates as given in Annexure II.

v) Only the websites which are owned and operated by companies that are incorporated in India will be considered for empanelment. However, website owned by foreign companies or of foreign origin may be eligible if such websites have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. In such case, the Indian branch of foreign company must be at least one year old, as mentioned at Para 2(i) above.

vi) Only non-government websites are required to participate in the bid for empanelment. Government/Central or State PSU's websites will be empanelled directly if they accept the L1 rate matrix offered to other similar category private websites, provided the number of unique users is as per the criteria for that category.

viii) Different websites belonging to one company/group can be empanelled, provided they separately/individually fulfill the UU count criteria. In other words, NO

bunching/adding of UU count of the different websites of one group/company would be permitted. Also, such websites will be required to submit separate applications for each website.

ix) CBC reserves the right to decline empanelment or suspend empanelment of any website if its content is found to be anti-national/obscene/indecent/anti-social/violative of communal harmony and national integrity or deemed objectionable or unsuitable for Government communication in any form or is in violation of the extant Laws of India. The decision of DG/PrDG at CBC shall be final.

x) The applications submitted directly by companies owning and operating the website will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a website or group of websites.

xi) CBC advertisements/messages, released on behalf of Central Government Ministries/Departments/Autonomous Bodies and Public Sector Units, must be displayed prominently for maximum viewership and must obtain the stipulated Click Through Rate (CTR).

3. Commercial Bid and Advertisement Properties for Websites

CBC shall publish standard size web banners on the websites and the standard video advertisement inventory (rates will be in multiples of 10 seconds). CBC will offer rates to websites for standard banner advertisements on Cost Per Thousand Impressions (CPTI) basis and a minimum Click-Through Rate (CTR) of 0.30 (i.e., 3 clicks per thousand impressions or 3000 clicks per million impressions) will be fixed across the categories, which should be reflected in the reports generated through the third-party server. CTR of less than 0.3 but up to 0.2 per Release Order will invite a deduction of 20 per cent in the billed amount. CTR of less than 0.2 but up to 0.1 per Release Order will invite a deduction of 30 per cent in the billed amount. CTR of less than 0.1 per Release Order will invite a deduction of 50 per cent in the billed amount.

3.1 Advertisement Properties of Internet Websites Only Package (Only applicable for Category B and C)

i) Applications for websites only package will be limited to Category B and C, depending on their monthly Unique User count. Minimum Unique User qualification count for each Category shall be as under:

Category	Average Unique User Count per Month
B	5 - 10 million
C	0.25 - 5 million

ii) The technically qualified websites will be offered rates as given in Annexure II as per the respective category that they fall in (one applicant can apply only for one category).

iii) CBC may also empanel applicants who do not have more than two of the advertisement sizes mentioned in Annexure II under the condition that they accept the complete L1 rate matrix for the rest of the properties. A written notarized certificate to that effect may be shared stating non-availability of sizes along with the technical bid.

4. Scrutiny, Compliance and Billing

i) All websites applying for empanelment will submit a notarized certificate under the name, signature, and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of CBC empanelment as well as the decision of CBC regarding their empanelment. In case the information submitted by any entity is found to be false/incorrect in any manner, the entity can be suspended and/or debarred from empanelment or applying for empanelment for the next three years.

ii) The website must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's auditors/authorized representative of the entity, based on the latest available six months' UU data.

iii) The website will have to submit bills ONLINE and also PHYSICAL bills within 30 days from the last day of the campaign as per Release Order, along with a campaign report that will mention the number of impressions generated and the CTR.

iv) Websites will place all CBC released advertisements only through the Third-Party-Ad-Server (3-PAS) engaged by CBC. However, in case of CBC deciding to accept reports from a third-party server engaged by the empanelled websites, CBC will not bear any cost in this regard and the entire expenditure on engagement of the Third-Party Server will be borne by the entity only. The reports, however, will still have to be generated and submitted as mentioned in Para 4(iii) above, along with grant of access to the applicant's dashboard of the campaign, as the same will be required to verify the campaign credentials and processing of bills.

v) It will be the responsibility of the website owner to comply with extant rules and regulations as prescribed by the Government of India Laws.

vi) There will be no change in rates once offered to and accepted by an empanelled website for the tenure of empanelment except on review of unique user data in April every year as provided in Para 5(iii) below.

vii) The cost of all technical requirements, such as adapting the design format provided by CBC to the website's format, shall be borne by the website.

5. Tenure, Revision and Panel

i) Empanelment and advertisement rates finalised shall be valid till 31.12.2027 and shall be extended for an additional period with the approval of DG/PrDG, CBC.

ii) For one year from the day of notification of the initial website panel, the empanelment window would be closed. The window for considering fresh websites,

as well as for giving another chance to entities that had applied earlier but were not empanelled owing to eligibility criteria or short-listing methodology as laid down in the policy, shall be opened only after one year from the succeeding quarter viz. January, April, July, October, as the case may be in the respective category. Applications thereafter may be called every quarter for the remainder of the panel tenure. Such applicants will be empanelled for the remainder duration of the panel tenure on a technical qualification scrutiny basis, and no financial bids are to be taken, i.e., the technically qualified websites will have to accept the L1 rate matrix already discovered at the time of panel creation for the remainder tenure of the panel. Such entities will join the panel with effect from the day as notified by CBC for the remainder of the tenure of the panel.

iii) The Unique User Data of each of the empanelled websites will be reviewed in the first week of April every year by CBC, and accordingly, upward/downward revision of category (with corresponding L1 rate matrix) will be considered. The decision of DG/PrDG, CBC will be final in this regard.

iv) An empanelled entity may be debarred from Government advertisements from CBC for the remaining period of the panel tenure, if it refuses to accept and carry advertisements issued by CBC on behalf of any organisation of the Government of India on more than one occasion.

v) Empanelment does not entitle any legal right to work. Award of advertisements to entities would be decided by CBC in consultation with the organisation on behalf of which CBC is releasing the advertisement, and consideration of factors such as nature and needs of the campaign, target audience, among others.

vi) Notwithstanding any of the provisions mentioned above for empanelment of entities and their rates and other terms and conditions, in case of any disagreement, the decision of DG/PrDG, CBC shall be final.

6. Documents to be submitted with the Online Application

i) Documents in support of Para 2(i).

ii) The website must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's auditors/authorised representative of the entity, based on the latest available six months' UU data.

iii) Certificate of Incorporation as per Para 2(v).

iv) Undertaking in the form of a certificate as per Para 4(i) and acceptance to run campaigns and provide desired reports through the Third-Party Server as per Para 4(iii) and 4(iv).

v) Application fee of Rs. 10,000/- per website (non-refundable).

vi) Affidavit (if applicable) on non-availability of advertisement sizes in support of Para 3.1(iii).S

Technical Bid*

1. Name of the Website (URL):
2. Address of the registered office:
3. Category for which the application is made (B/C):
4. Date of incorporation of the company:
5. Date of launch of website:
6. Date from which the website is in continuous operation:
7. Average number of unique Users per month for last 6 months (latest available six months' data):
8. Is the website India based (Yes/No):
9. If the answer to the above question is No, does the website have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. If yes, the details thereof.

The applicants are requested to read Para 6 of the tender document carefully with regard to submission of necessary documents along with their bids. Kindly note, one applicant can apply to either of the Packages, namely Internet Website & Mobile Application Package or Website Only Package (only for Category B & Category C). Applicants can use the website (cbcindia.gov.in/cbc/vendor-login) to apply for empanelment; however, physical bids should also be submitted to CBC.

(Name of authorized signatory)

Sign, Stamp and Seal

*To be printed on letterhead

**Internet Website Only (Cat B & C)
Category-wise L-1 Rates (in Rs.)**

Category	CPTI 300x250 (Rs.)	CPTI 728x90 (Rs.)	CPTI 300x600 (Rs.)	CPTI 970x250 (Rs.)	Interstitial Ad Property (Rs.)	Fixed Banner 300x250, 6PM- 12AM (Rs.)	Fixed Banner 300x250, 12AM- 6AM (Rs.)	Fixed Banner 300x250, 6AM- 12PM (Rs.)	Fixed Banner 300x250, 12PM- 6PM (Rs.)	Fixed Banner 300x250, 24 hrs (Rs.)	Video Ad 300x250 per 10 sec (Rs.)
B	15	20	15	20	30	15000	20000	20000	40000	60000	0.3
C	5.25	5.65	5.5	5.65	5	2625	3750	3750	2000	11250	0.2