

ADVISORY

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

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

In continuation of this Bureau's RFP No. AD(NM)/EAC/Website /2324-NM dated 12.02.2024 for empanelment of agencies having only websites (offering rates for Advertisement Properties of Internet Websites only limited to Category B & C), it is hereby informed that technical empanelment window for the fresh application is now open.

2. Websites which have already applied under the previous RFP AD(NM)/EAC/Website/2324-NM dated 12.02.2024 need not apply afresh. Rates will be offered to these websites post-technical scrutiny qualification.

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. Tenure of the panel is till 31.12.2027. Interested entities may apply online through <https://cbcindia.gov.in/cbc/vendor-login>

4. Following is the user count criteria for applying under Websites only category:

Category	Average Unique User Count per Month
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 at **Annexure I** for the detailed terms and conditions. The address and contact numbers for sending Bids or seeking clarifications regarding this RFP are given below:

Harshit Narang, Deputy Director, New Media
Room 363, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi – 110003
Phone: 011-24369598 | Email: digitalmediacbc@gmail.com

6. Last date of submission of technical bid is **30.04.2026**

This issues with the approval of the competent authority

अनखा. वी / ANAKHA. V
उपनिदेशक / 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
(Anakha V)
Asst Director (New Media)
Central Bureau of Communication

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 empaneled 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 don't have not 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 technical bid.

4. Scrutiny, Compliance and Billing:

- i) All websites applying for empanelment will submit a notarized certificate under 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 next three years.
- ii) 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.
- iii) 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 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(ii) above, along with grant of access to

applicant's dashboard of the campaign, as the same will be required to verify the campaign credentials and processing of bills.

- iv) It will be the responsibility of the website owner to comply with extant rules and regulations as prescribed by the Government of India Laws.
- v) 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 5 (iii).
- vi) 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 additional period of with the approval of DG/PrDG.CBC.
- ii) For one year from the day of notification of the initial website panel, empanelment window would be closed. The window for considering fresh website, 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 in the respective category. The 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 based on technical qualification scrutiny basis and no financial bids are to be taken i.e., the technically qualified websites will have to accept the LI 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 website will be reviewed in first week of April every year by CBC and accordingly, upwards/downwards revision of category (with corresponding L1 rate matrix) will be considered. DG/PrDG, CBC decision 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.
- iv) Empanelment doesn't 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 (UU) count for the last six months, duly certified by the website's auditors/authorized representative of the entity i.e. from August 2025 to January 2026.
- iii) Certified 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 Third-Party Server as per 4 (ii) and 4(iii).
- v) Application fees 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).

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 (from August 2025 to January 2026):
8. Is the website India based(Yes/No):
9. If the answer to the above question is no, does the website have 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 the para 6 of the tender document carefully with regards 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 letter head

ANNEXURE II

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

CAT EGO RY	[CPTI]					[Consolidated rate for 6 hours]				[Consolidated rate for 24 hours]	[CPTI for a 10 second spot]
	300 x 250 pixels (Rs.)	728 x 90 pixels (Rs.)	300 x 600 pixels (Rs.)	970 x 250 pixels (Rs.)	Interstitial Advertisement Property (Rs.)	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (Rs.)	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds) (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