

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 E) – reg.

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.cbcindia.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 RFP invites applications for **technical empanelment** of agencies having websites belonging to niche sectors under **Category E**. The empanelment is open to websites in the fields of **Social Welfare, Tribal & Agriculture Affairs, Law, Defence & Strategic Affairs, Environment, Science & Technology, Medical & Healthcare, Art, History & Culture**, and websites of CBC empanelled newspapers having a minimum circulation of **50,000 copies per day**. There is **no user count eligibility criterion** for Category E websites.
4. This is a technical empanelment and financial bids are not sought from the applicants. Technically qualified Category E websites shall be offered 50% of the Category C base rates already discovered through the tendering process of Website only (Category B & C).
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
अनखा. वी/ANAKHA. V

सहायक निदेशक/Assistant Director
केन्द्रीय संचार दफ्तर/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 for empanelment under Category E websites only [as per Digital Advertising Policy 2023]

Nodal Agency

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

A.1. 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 belong to one of the following niche sectors:
 - a. Social Welfare Sector.
 - b. Tribal and Agriculture Affairs
 - c. Law, Defence and Strategic Affairs
 - d. Environment, Science and Technology
 - e. Medical and Healthcare
 - f. Art, History and Culture
 - g. Websites of CBC empanelled newspapers having a minimum circulation of 50,000 copies per day.

Final empanelment will be based on the decision of the empanelment committee formed as per directions given by the Ministry (refer extract of Digital Advertisement Policy amendment given in Annexure II).

- iii. The website must report their average monthly Unique User (UU) count (if available) for the last six months, duly certified by the website's auditors/authorized 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. Only the websites which are owned and operated by companies/entities 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 (i) above.
- v. 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.
- vi. Different websites belonging to one company/group can be empanelled, provided they are submitting separate applications for each website.
- vii. 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.
- viii. 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.

ix. 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).

A.2. Commercial Bid and Advertisement Properties for Websites

(i) CBC shall publish standard size web banners on the websites and the standard video advertisement inventory (rates will be in multiples of 10 seconds). The list of properties for which rates will be offered is at Annexure C. 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.

(ii) 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. The rates offered will be as per Appendix-II.

A.3. Empanelment Scheme [Scheme for Empanelment of Category E Websites]

i. [Not Relevant to Category E website]

ii. Certain Category of websites with no Unique User Count which belong to niche sectors viz (1) Social Welfare Sector, (2) Tribal and Agriculture (3) Law, Defence and Strategic Affairs, (4) Environment, Science and Technology, (5) Medical and Healthcare, (6) Art, History and Culture and Websites of CBC empanelled daily newspapers having a minimum circulation of 50,000 copies per day may be empanelled under this category on the recommendations of an Empanelment Committee as mentioned in the policy

iii. Base rate for Category E Websites:

(a) The category E websites will be offered a rate of 50% of Category C website rates discovered through tendering process (L-1 Rate Matrix for Category 'B' & 'C' websites along with Base rate for Category E can be seen at Appendix II). The detailed scheme can be seen at Appendix-I.

A.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 A.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 A.5 (ii)A.

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.

A.5. Tenure, Revision and Panel:

i. Empanelment and Advertising Rates finalized shall be valid for three years from the date of notification of panel by CBC and shall be extendable for an additional period of one year with the approval of PDG/DG, CBC.

ii. XX [Not relevant for Category E Websites]

iiA. While the provisions of sub-clause (i) and (ii) apply to Category A+, A, B, C websites, the guiding principle for category D and Category E websites will be as under:

(a) Category D Websites: xx [not relevant to Category E Websites]

(b) Category E websites: Empanelment window shall be opened after the rate discovery of Category A+, A, B, C websites in the succeeding quarter. Such applications shall be empanelled initially for a period of 6 months or till 30th June or 31st December of the year in which they have applied or whichever is earlier.

Review of Category D and E websites

(c) XX [Not relevant for Category E Websites]

(d) Websites empanelled under Category E shall be reviewed for their suitability for giving advertisements by CBC every 6 months in accordance with the clause A.1(ix) of Digital Advertisement Policy 2023.

iii. The Unique User Data of each of the empanelled website [if available, for Category E] will be reviewed in first week of April every year by CBC [as per A.1(iii)] 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.

v. Empanelment doesn't entitle any legal right to work. Award of advertisements to entities would be decided by CBC in consultation with the organization 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.

A.6. Panel formation

i. To avoid multiplicity of panels, a combined panel for impression-based banner, fixed property of varying slot sizes and video advertisements (Annexure C) in this category (namely E) shall be formed and qualified websites have to accept offered Base Rate as a whole as defined in A3(iii).

ii. CBC may also empanel applicants who don't have not more than two of the advertisement sizes (as mentioned in Annexure C) under the condition that they accept the complete Base Rate matrix as defined in A3(iii) 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.

iii. Other advertisement inventory sizes may also be given rates on pro-rata basis taking the per square pixel rate of 300 x 250 pixels banner property of Category E as the case maybe, if DG/PrDG, CBC deems it necessary based on needs of the campaign. In such cases, Release order specifically mentions the rates given to specific advertisement inventory.

iv. Any other advertisement properties that may become available/subsequently deemed necessary in “Category B and C Websites Only” may also be offered to Category E websites in terms of the Base Rate matrix scheme as defined in A3(iii) of this RFP.

A.7. Documents to be submitted with the Online Application

- i. Documents in support of Para A.1 (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. **(Not Mandatory)**
- iii. Certificate of Incorporation (as applicable for the entity) as per Para A.1 (iv)
- iv. Undertaking in the form of a certificate as per Para A.4 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per A.4 (ii) and A.4 (iii).
- v. Application fees of Rs. 10,000/- per website (non-refundable) (to be paid only online)
- vi. Affidavit (if applicable) on non-availability of advertisement sizes in support of Para A.6 (ii).

[Refer to list of documents at Annexure B]

Technical Bid*

1. Name of the Website (URL):
2. Address of the registered office of the company/entity:
3. Sector in which the Category E website belongs to (Social Welfare Sector/Tribal and Agriculture Affairs/ Law, Defense and Strategic Affairs/ Environment, Science and Technology/Medical and Healthcare/ Art, History and Culture/ Websites of CBC empanelled newspapers having a minimum circulation of 50,000 copies per day):
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: **(Not Mandatory)**
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.

(Name of authorized signatory)
Sign, Stamp and Seal

**To be printed on letter head*

List of Documents to be submitted with Technical Bid in physical format

- i. Receipt of Non-refundable processing fee of Rs 10,000 paid online.
- ii. Technical Bid
- iii. Following original ink signed documents:
 - a. Report of the unique user count (if available)
 - b. 3rd party Ad Server Certificate (on Rs 100 stamp paper)
 - c. Certificate of Incorporation/entity
 - d. Certificate showing operation of at least one year
 - e. PAN Card
 - f. GST Certificate
 - g. Blank Tender document duly signed on each page
 - h. Affidavit on non-availability of properties if applicable (on Rs 100 stamp paper)
 - i. Printout of the completed online application (duly signed and stamped)

The applicants are requested to read the para A.7 of the tender document carefully with regards to submission of necessary documents along with their bids. Applicants can use the website (cbcindia.gov.in/cbc/vendor-login) to apply for empanelment; however physical bids should also be submitted to CBC.

Annexure C - Properties in which rates are offered- Category E

A. Standard Banners (Cost Per Thousand Impression (CPTI) basis)

- (a) 300 x 250 pixels
- (b) 728 x 90 pixels
- (c) 300 x 600 pixels
- (d) 970 x 250 pixels
- (e) Interstitial advertisement property

B. Other advertisement inventory sizes on websites may also be given rates on pro-rata basis taking the per square pixel rate of 300 x 250 pixels banner property as the base rate, if DG/PrDG, CBC deems it necessary based on needs of the campaign. In such cases, the Release order specifically mentions the rates given to specific advertisement inventory. Not honoring such release orders on more than one occasion may result in removal of the website from the panel for the remainder duration of the panel tenure.

C. Video Advertisements: Cost Per Thousand Impression (CPTI) basis.

D. Fixed Banner/Video Property on Home Page: CBC will also release advertisements as “Fixed Banner/Video advertisements”, only on the first scroll of Home Page of a website, with minimum display size of 300 X 250 pixels. Properties are based on a six-hour slot (6 am to 12 noon, 12 noon to 6 pm, 6 pm to 12 midnight, 12 midnight to 6 am) basis, as well as for 24 hours.

EXTRACT (as relevant to Category E websites)

(Amendment in the Digital Advertisement Policy, 2023 notified on 06.11.2023 to bring within its ambit new category of websites which are in niche category and are of regional and hyper local importance are not fulfilling the criteria for empanelment as provided under existing policy)

1. A new clause A 3.3 to be inserted as following:

A 3.3- Scheme for Empanelment of Category D and Category E Websites

i. [D Category]

ii. Certain Category of websites with no Unique User Count which belong to niche sectors viz (1) Social Welfare Sector, (2) Tribal and Agriculture Affairs (3) Law, Defense and Strategic Affairs, (4) Environment, Science and Technology, (5) Medical and Healthcare, (6) Art, History and Culture and Websites of CBC empanelled newspapers having a minimum circulation of 50,000 copies per day may be empanelled under this category on the recommendations of an Empanelment Committee as under:

- DG, CBC (chairman)
- A nominee of VC, Indian Institute of Mass Communication (Professor/Associate Professor level)
- A nominee of DG, New Media (ADG/Director/Joint Director level)
- ADG, PIB (Sector Specific when that sector websites are considered for empanelment)
- ADG, New Media, CBC
- Expert of the relevant field (Out of a panel of a sector wise experts to be prepared by CBC).

ii) Base Rate for Category D and E Websites:

The category D and E websites will be offered base rate as follows:

(a) & (b): xxx

(c) The category E websites will be offered a rate of 50% of Category C website rates discovered through tendering process

2. A new clause A.5(ii)A regarding “Tenure Revision & Panel”, will be inserted as under:

A.5(ii)A: While the provisions of sub-clause (i) and (ii) apply to Category A+, A, B, C websites, the guiding principle for Category D and Category E websites will be as under:

(a) xxx

(b) Category E websites: Empanelment window shall be opened after the rate discovery of Category A+, A, B, C websites in the succeeding quarter. Such applications shall be empanelled initially for a period of 6 months or till 30th June or 31st December of the year in which they have applied or whichever is earlier.

Review of Category D & E websites

(c) xxx

(d) Websites empanelled under Category E shall be reviewed for their suitability for giving advertisements by CBC every 6 months in accordance with the clause A.1(ix) of policy.

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

CATEGORY	300x250 px	728x90 px	300x600 px	970x250 px	Interstitial Property	Fixed Banner 6PM- 12AM	Fixed Banner 12AM-6AM / 6AM-12PM / 12PM-6PM (avg shown)	Fixed Banner 24 hrs	Video CPTI (10 sec)
B	15	20	15	20	30	15000 / 20000 / 20000 / 40000	(6PM- 12AM/12AM- 6AM/6AM- 12PM/12PM- 6PM)	60000	0.3
C	5.25	5.65	5.5	5.65	5	2625 / 3750 / 3750 / 2000	(6PM- 12AM/12AM- 6AM/6AM- 12PM/12PM- 6PM)	11250	0.2

Base Rate to be offered to Category E Websites

300x250 px	728x90 px	300x600 px	970x250 px	Interstitial Property	Fixed Banner (6PM- 12AM)	Fixed Banner (12AM- 6AM / 6AM- 12PM / 12PM- 6PM)	Fixed Banner 24 hrs	Video CPTI (10 sec)
2.62	2.82	2.75	2.82	2.5	1312.5	1875 / 1875 / 1000	5625	0.1