

No. 22204/AV-Prod/Empt/CBC/2425
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
(AV PRODUCTION)

Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi-110003
30th Jun 2026

ADVISORY

Subject: Phase 3 - Empanelment of AV Producers General Pool and Startup Pool - Stage-II Evaluation - regarding.

This is with reference to the subject cited above and the applications submitted by interested entities to CBC for empanelment as AV Producers under General Pool and Startup Pool. All the applications (General and Startup Pool) successfully submitted between **13th Sept 2024 - 12th Jun 2026** are under scrutiny in accordance with the Policy Guidelines for Empanelment as Audio-Visual Producers/ Agencies.

2. Applicants in Phase 3 under General Pool and Startup Pool that have been found fit for participation in Stage - II evaluation based on policy guidelines are enclosed as **Annexure - I**. All the other applications received during the above referred time period under General and Startup Pool, are under scrutiny.


3. The applicants listed in **Annexure-I** and **Annexure-II** are hereby invited to appear for the Stage-II evaluation before the Empanelment Advisory Committee on the date and at the time specified in the respective Annexures, at the following venue:

Room No. 259, Main Conference Hall, Second Floor
Central Bureau of Communication, Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi

5. Applicants that have been shortlisted for Stage-II evaluation are advised to ensure that at their creative director is present at the venue to deliver a presentation. The presentation should include the Showreel of past work, concept note, creative conceptualisations, and scratch creatives focusing on any one theme listed in this advisory. Please refer to the guidelines provided in **Annexure - III** for detailed instructions.

6. For any queries, please write to avempanelment.cbc@gmail.com.

This issues with the approval of the competent authority


(K Anurag Kumar)
Deputy Director

के अनुराग कुमार / K Anurag Kumar
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

ANNEXURE -I**Presentation Schedule – General Pool Agencies**

S. No.	Date	Application No.	Category	Producer Name	Time Slot
1	07.07.2026	0825F0023	C	Big Trunk Communications Pvt Ltd	02:30 PM – 02:50 PM
2	07.07.2026	0225F0013	C	BUBNA ADVERTISING	02:50 PM – 03:10 PM
3	07.07.2026	0825F0028	A	Content for Good Private Limited	03:10 PM – 03:30 PM
4	07.07.2026	0825F0036	C	Content for Good Private Limited	03:30 PM – 03:50 PM
5	07.07.2026	1225F0004	A	Darpan Productions	03:50 PM – 04:10 PM
6	07.07.2026	0426F0031	A	De Works Communications Private Limited	04:10 PM – 04:30 PM
7	07.07.2026	0426F0006	C	De Works Communications Private Limited	04:30 PM – 04:50 PM
8	07.07.2026	0126F0008	A	DRASHTI COMMUNICATION	04:50 PM – 05:10 PM
9	08.07.2026	0226F0027	A	GREEN GOLD ANIMATION PRIVATE LIMITED	02:30 PM – 02:50 PM
10	08.07.2026	0625F0015	C	Ibroad7 Communication Pvt Ltd	02:50 PM – 03:10 PM
11	08.07.2026	0326F0005	A	Ibroad7 Communication Pvt Ltd	03:10 PM – 03:30 PM
12	08.07.2026	0426F0002	C	Jar Pictures Studio LLP	03:30 PM – 03:50 PM
13	08.07.2026	0326F0013	A	Jar Pictures Studio LLP	03:50 PM – 04:10 PM
14	08.07.2026	0126F0021	C	Logicserve Digital Consultancy Services Privat	04:10 PM – 04:30 PM
15	08.07.2026	1225F0032	A	MUMBAI FILMS	04:30 PM – 04:50 PM
16	08.07.2026	0226F0001	C	MUMBAI FILMS	04:50 PM – 05:10 PM
17	08.07.2026	0126F0022	A	SEALINE PRODUCTIONS	05:10 PM – 05:30 PM

Presentation Schedule – Startup Pool Agencies

S. No.	Date	Application No.	Category	Name of the Agency	Time Slot
1	09.07.2026	0126F0011	A	ANTRAL ENTERTAINMENT FILMS (OPC) PRIVATE LIMITED	02:30 PM – 02:50 PM
2	09.07.2026	0825F0005	A	Garlic Gypsy Studios LLP	02:50 PM – 03:10 PM
3	09.07.2026	0626F0005	A	GROWTIC BROADCAST PRIVATE LIMITED	03:10 PM – 03:30 PM
4	09.07.2026	0226F0025	A	Kingline Films Production LLP	03:30 PM – 03:50 PM
5	09.07.2026	0126F0018	A	Offbeet Media and Communications (Cat A)	03:50 PM – 04:10 PM
6	09.07.2026	0126F0019	B	Offbeet Media and Communications (Cat B)	04:10 PM – 04:30 PM
7	09.07.2026	0126F0020	C	Offbeet Media and Communications (Cat C)	04:30 PM – 04:50 PM
8	09.07.2026	0126F0014	A	Punch India News and Entertainment Pvt. Ltd.	04:50 PM – 05:10 PM
9	10.07.2026	0226F0005	A	Rishiraj Media Private Limited	02:30 PM – 02:50 PM
10	10.07.2026	0925F0001	A	Ritewave Mediatech Private Limited	02:50 PM – 03:10 PM
11	10.07.2026	0925F0009	C	Ritewave Mediatech Private Limited (Cat C)	03:10 PM – 03:30 PM
12	10.07.2026	0626F0002	C	Saadiyarth Global LLP	03:30 PM – 03:50 PM
13	10.07.2026	0326F0004	C	SANSKRITIX MEDIA HOUSE LLP	03:50 PM – 04:10 PM
14	10.07.2026	0425F0004	A	Shambhavi Production Work Private Limited	04:10 PM – 04:30 PM
15	10.07.2026	0925F0010	A	SOUTH CINEMAX (OPC) PRIVATE LIMITED	04:30 PM – 04:50 PM
16	10.07.2026	1225F0008	A	TART MEDIA HOUSE PRIVATE LIMITED	04:50 PM – 05:10 PM

**General Guidelines for Stage-II Technical Evaluation of the AV-Producers/Agencies
under General Pool**

AV Producers/agencies that have successfully qualified Stage-I of the evaluation are hereby required to make a presentation before the Empanelment Advisory Committee. The presentation must include the following materials submitted on a pen drive, clearly labelled with the agency's name:

1. Showreel of Past Work:

- i. It must contain sector-wise collation of a minimum of 10 different approved AV Production works for each sector as applied for by the agency.
- ii. The showreel must be segmented into sections, each dedicated to one sector for which the agency has applied.
- iii. Each section must showcase glimpses of at least 10 jobs successfully executed by the agency on a sector-specific topics.
- iv. Each glimpse in the section must be preceded by a title slide clearly mentioning the following: Name of the film, Name of the client, Duration of the film, Year of Production and name of the award it has received (if any).
- v. The showreel may have a maximum duration of 2 minutes per sector.
- vi. Agency is also advised to bring complete version of the films being showcased in the showreel for inspection by the committee.

2. Documents to support the works presented in the showreel:

- i. Agency must submit a summary sheet for each sector as applied for clearly giving the details in the format mentioned below:

S. No.	Name of the Film	Name of the Client	Year of Production	Work Order No.	Work Completion Certificate

- ii. The agency must submit the corresponding job orders/completion certificates against each work presented in the showreel.

3. New Campaign Brief: Concept note, creative conceptualisations, and scratch creatives focused on any one theme from the list below:

- i. **Social & Public Welfare:** Nasha Mukh Abhiyan
- ii. **Economy, Finance & Infrastructure:** Infrastructure push for Viksit Bharat
- iii. **National Integration, Defence Diplomacy, Planning, and Democracy:** India's Self Reliance in Defense
- iv. **Culture & Tourism:** Maritime Heritage of India

- v. **Environment & Energy:** Awareness Campaign for Prevention of Air Pollution in Winter
- vi. **Legal, Administration, Personal, Vigilance, and Investigation:** Free Legal Aid Services

4. New Campaign Brief must at least cover the following:

- i. **Concept Note:** It should at the minimum contain the primary goals of the campaign, articulate the key messages that the campaign intends to communicate to the audience and describe the creative direction and approach that will be used to convey the key message effectively.
- ii. **Creative Conceptualisations:** It should include the artistic interpretation of theme or narratives related to the campaign.
- iii. **AV Scratch:**
 - a. It should be for a duration of 2 to 5 minutes in case of Category 'A' applicant,
 - b. It should be for a minimum duration of 2 to 15 minutes duration in case of Category B
 - c. It should be for a minimum duration of 60 seconds (one audio spot and one video spot) in case of Category 'C'

5. Points to Note:

- i. If an agency applied only for one sector, it must produce the scratch creative solely on that specific sector's topic. In cases, where an agency has applied for multiple sectors, it needs to choose a topic from amongst any one sector it applied for, to produce the scratch creatives.
- ii. Please ensure all materials are compiled and submitted in accordance with the above requirements. Kindly refer to the Policy Guidelines for Empanelment of Audio-Visual Producers/Agencies uploaded on <https://cbcindia.gov.in> for detailed information.

General Guidelines for Stage-II Technical Evaluation of the AV-Producers/Agencies under Startup Pool

AV Producers/agencies that have successfully qualified Stage-I of the evaluation are hereby required to make a presentation before the Empanelment Advisory Committee. The presentation must include the following materials submitted on a pen drive, clearly labelled with the agency's name:

1. Past Work:

- i. The agency must show at least one AV Production work for each sector as applied for by the agency.
- ii. The agency must submit the corresponding job orders and completion certificate(s) against each work showcased as past work executed by the agency.

2. **New Campaign Brief:** Concept note, creative conceptualisations, and scratch creatives focused on any one theme from the list below:
 - i. **Social & Public Welfare:** Census of India 2027
 - ii. **Economy, Finance & Infrastructure:** AI for Rural India
 - iii. **National Integration, Defence Diplomacy, Planning, and Democracy:** International Fleet Review 2026
 - iv. **Culture & Tourism:** Culinary heritage of India's regions
 - v. **Environment & Energy:** Balanced Use of Fertilisers
 - vi. **Legal, Administration, Personal, Vigilance, and Investigation:** Citizen-centric administrative reforms
3. If an agency applied only for one sector, it must produce the scratch creative solely on that specific sector's topic. In cases, where an agency has applied for multiple sectors, it needs to choose a topic from amongst any one sector it applied for, to produce the scratch creatives.
4. **New Campaign Brief must at least cover the following:**
 - i. **Concept Note:** It should at the minimum contain the primary goals of the campaign, articulate the key messages that the campaign intends to communicate to the audience and describe the creative direction and approach that will be used to convey the key message effectively.
 - ii. **Creative Conceptualisations:** It should include the artistic interpretation of theme or narratives related to the campaign.
 - iii. **AV Scratch:**
 - a. It should be for a duration of 2 to 5 minutes in case of Category 'A' applicant,
 - b. It should be for a minimum duration of 2 to 15 minutes duration in case of Category B
 - c. It should be for a minimum duration of 60 seconds (one audio spot and one video spot) in case of Category 'C'
5. Please ensure all materials are compiled and submitted in accordance with the above requirements. Kindly refer to the Policy Guidelines for Empanelment of Audio-Visual Producers/Agencies uploaded on <https://cbcindia.gov.in> for detailed information.
