

No. 22201/DCID/RFP-MMA/2425  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**CENTRAL BUREAU OF COMMUNICATION**  
(AV PRODUCTION WING)

Soochna Bhawan, CGO Complex  
Lodhi Road, New Delhi – 110003  
29<sup>th</sup> Aug 2025

**ADVISORY**

**Subject:** Notification - Empanelment of **Multimedia Agencies with Rate Card (Base Panel)** with Central Bureau of Communication (CBC) - regarding.

This is with reference to the RFP No 22201/DCID/RFP-MMA/2425 dated 1st Oct 2024 floated for Empanelment with Central Bureau of Communication (CBC) of Multimedia Agencies with Rate Card. The financial bids of technically qualified agencies under Base Panel were opened and subsequently, the L-1 rates were offered for acceptance by such agencies.

2. Pursuant to the acceptance of L-1 rates and signing of contract with CBC, all the 60 agencies stand empanelled **with effect from 1<sup>st</sup> Sept 2025**. The list of agencies is enclosed at **Annexure – I**.

3. The detailed list of deliverables for production of creative assets for campaigns is enclosed at **Annexure – II**.

4. It is to state that multimedia agencies are empanelled with CBC solely to produce creative assets and provide services enumerated in the list of deliverables referred above. These agencies are not empanelled by CBC for the release or placement of advertisements on any media platforms, whether digital (online), television, radio, or print etc.

5. The validity of the Base Panel shall be co-terminus with that of the Executive Panel i.e., **up to 15<sup>th</sup> June 2027**.

This issues with the approval of 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



**List of Multimedia Agencies with Rate Card (Base Panel) with Central Bureau of Communication (CBC)**

S. No	Agency Name	Name Of The Representative(s)	Email Address
1	Action For Rural Development	Gaurav Shukla	<a href="mailto:infodesk.ard@gmail.com">infodesk.ard@gmail.com</a>
2	AdPru Media Pvt. Ltd.	Arvind Kumar Sharma	<a href="mailto:info.adpru@gmail.com">info.adpru@gmail.com</a>
3	Akar Advertising And Marketing Pvt Ltd	Pawan Vij, Lovelekh R. Prashar	<a href="mailto:akar04@gmail.com">akar04@gmail.com</a> , <a href="mailto:lovelekh@gmail.com">lovelekh@gmail.com</a>
4	AM Plus Infotainment Pvt Ltd	Awadhesh Tiwari	<a href="mailto:amplusinfotainment@gmail.com">amplusinfotainment@gmail.com</a>
5	Anav Infomedia Private Limited	Parul Khanduri	<a href="mailto:operations@anavinfomedia.com">operations@anavinfomedia.com</a>
6	Banyan Infomedia Private Limited	Sanjay Pandey	<a href="mailto:sanjay@banyaninfomedia.com">sanjay@banyaninfomedia.com</a>
7	Beewax Media Private Limited	Vishal Kumar Tyagi	<a href="mailto:beewaxmedia@gmail.com">beewaxmedia@gmail.com</a>
8	Comfed Productions Pvt. Ltd.	Satish Pandey	<a href="mailto:comfed@gmail.com">comfed@gmail.com</a>
9	Creative Channel Media Private Limited	Vishal Sethi	<a href="mailto:creative@creativechannel.in">creative@creativechannel.in</a>
10	Critique Communication Private Limited	Sanchit Sharma	<a href="mailto:critique.delhi@gmail.com">critique.delhi@gmail.com</a> , <a href="mailto:sanchit@critique.in">sanchit@critique.in</a>
11	Digivaarta India Pvt Ltd	Devanshu Purana	<a href="mailto:info@digivaarta.com">info@digivaarta.com</a>
12	Disha Communications Private Limited	Vivek Kumar Sinha	<a href="mailto:dishadel@gmail.com">dishadel@gmail.com</a>
13	Double8 Events & Advertising Pvt Ltd	Binod Sahu	<a href="mailto:marketing@double8events.com">marketing@double8events.com</a>
14	E Factor Experiences Limited	Deepti Khatri	<a href="mailto:deepti.khatri@efactorex.com">deepti.khatri@efactorex.com</a>
15	Efficacy Worldwide Pvt. Ltd.	Anil Kumar Dubey	<a href="mailto:anil@efficacyww.com">anil@efficacyww.com</a>
16	Exclusive Advertising Private Limited	Joydeep Choudhary	<a href="mailto:joydeep@exclusivead.in">joydeep@exclusivead.in</a>
17	Fuel Communications And Marketing Sol	Sandeep Kumar	<a href="mailto:sandeep.kumar@fuelmarcom.com">sandeep.kumar@fuelmarcom.com</a>
18	Genesis Media Private Limited	Dr. Kala Iyer	<a href="mailto:kala@genesismediamail.com">kala@genesismediamail.com</a> , <a href="mailto:genesismediamail@gmail.com">genesismediamail@gmail.com</a>
19	Giraffe Advertising And Marketing P Ltd	Dipti Dawar	<a href="mailto:diptidawar@giraffe.co.in">diptidawar@giraffe.co.in</a>
20	Hash Tag Films Llp	Gunjan Goel	<a href="mailto:info@hahtagfilms.in">info@hahtagfilms.in</a>
21	Insight Brandcom Private Limited	Siddhartha Kumar Sharma	<a href="mailto:siddhartha.sharma@insightbrandcom.com">siddhartha.sharma@insightbrandcom.com</a>
22	Khushi Media	Farha Jha	<a href="mailto:farha.khushimedia@gmail.com">farha.khushimedia@gmail.com</a>
23	Lakshaya Entertainments Pvt Ltd	Surindra Keram	<a href="mailto:lakshayamultimedia@gmail.com">lakshayamultimedia@gmail.com</a>
24	Lalit Advertising	Raghav Jain	<a href="mailto:raghav.jain@lalitads.com">raghav.jain@lalitads.com</a>
25	Marshall Advertising Company	Amit Kumar, Bipin Khurana	<a href="mailto:admac176@gmail.com">admac176@gmail.com</a>



26	MCS Communications Pvt Ltd	Arun Vaidhyantham	<a href="mailto:compliance@mcscomm.co.in">compliance@mcscomm.co.in</a>
27	MG Advertising	Sunil Singh	<a href="mailto:mgadvtho@gmail.com">mgadvtho@gmail.com</a>
28	Mid Shot Entertainment Pvt Ltd	Satish Munda	<a href="mailto:midshotglobal@gmail.com">midshotglobal@gmail.com</a>
29	Nandkumar Films Lip	Nandkumar Solanki	<a href="mailto:nand.solanki@gmail.com">nand.solanki@gmail.com</a>
30	National Advertising Agency	Sheena Chaudhary	<a href="mailto:sheena@nationalads.in">sheena@nationalads.in</a>
31	NSB Productions Private Limited	Nimmi Singh	<a href="mailto:nimmisinghbedi@gmail.com">nimmisinghbedi@gmail.com</a>
32	Oasis Films And New Media	Dhruv Sehgal	<a href="mailto:ofnmcloud@gmail.com">ofnmcloud@gmail.com</a>
33	Ommcom Media Pvt Ltd	Jajati Karan	<a href="mailto:jajati.karan@gmail.com">jajati.karan@gmail.com</a>
34	Omni Media Communications Private Ltd.	Sankar Das	<a href="mailto:info@omnimedia.in">info@omnimedia.in</a>
35	Paco Innovations Llp	Tapan Lahkar	<a href="mailto:pacoinnovations01@gmail.com">pacoinnovations01@gmail.com</a>
36	Pamm Advertising And Marketing	Abhinav Chhabra	<a href="mailto:pammabhinav@gmail.com">pammabhinav@gmail.com</a>
37	Paramin Advertising And Marketing Associ	Nagendra Choudhary	<a href="mailto:paramindelhi@gmail.com">paramindelhi@gmail.com</a>
38	Paristan Productions Llp	Sooraj Raina	<a href="mailto:srjraina58@gmail.com">srjraina58@gmail.com</a>
39	Peacock Events & Exhibitions Pvt Ltd	Krishan Kumar	<a href="mailto:peacockevents@gmail.com">peacockevents@gmail.com</a>
40	Pehachan Advertising And Marketing Pvt Ltd	Akshat Gupta	<a href="mailto:hkgupta62@gmail.com">hkgupta62@gmail.com</a>
41	Priya Communication	Vinil Todi	<a href="mailto:vinil@priyacomunication.com">vinil@priyacomunication.com</a>
42	Public Relations And Advocacy Group	Gaurav Gautam	<a href="mailto:gaurav007gautam@gmail.com">gaurav007gautam@gmail.com</a>
43	Samadhan Samiti	Ramanpreet Singh	<a href="mailto:raman@samdhan.group">raman@samdhan.group</a>
44	Sapphire Cine World Pvt. Ltd	Nikhil Khanna	<a href="mailto:sapphirecineworld33@gmail.com">sapphirecineworld33@gmail.com</a>
45	Smriti Television Media And Films Pvt Lt	Aarti Goswami & Vedit Goswami	<a href="mailto:aartigswm@yahoo.com">aartigswm@yahoo.com</a> , <a href="mailto:vidit2smritifilms.com">vidit2smritifilms.com</a>
46	Softline Studio Services	Sanjay Bansal	<a href="mailto:softlinestudio@yahoo.com">softlinestudio@yahoo.com</a>
47	Super Ads Creative Media Private Limited	Deepanshu Bhardwaj	<a href="mailto:superads.media@gmail.com">superads.media@gmail.com</a>
48	Tattva Creations Private Limited	Bjorn Noel Defense	<a href="mailto:bjorn.d@tattvacreations.com">bjorn.d@tattvacreations.com</a>
49	The Marcom Avenue	Sudeep Sengupta	<a href="mailto:sudeep.sengupta@themarcomavenue.com">sudeep.sengupta@themarcomavenue.com</a>
50	The Press Trust Of India Limited	Rajesh Sundaram	<a href="mailto:rajesh.sundaram@pti.in">rajesh.sundaram@pti.in</a>
51	Tiger Advertising	Rikesh Jagdishbhai Patel	<a href="mailto:rikesh@tigermail.in">rikesh@tigermail.in</a>
52	TOC Combine Pvt Ltd	Narendra Joshi	<a href="mailto:thetrackone@gmail.com">thetrackone@gmail.com</a>
53	Trident Exhibitors	Ajay K Khemani, Sujit Kumar Gopal	<a href="mailto:ajaykhemani@hotmail.com">ajaykhemani@hotmail.com</a> , <a href="mailto:sujitgopal@hmail.com">sujitgopal@hmail.com</a>
54	Vatsana Technologies Pvt Ltd	Tarun Munjal	<a href="mailto:tarun@vatsana.in">tarun@vatsana.in</a>

55	Visual House India Private Limited	Deepmala	<a href="mailto:deepmala@thevisualhouse.in">deepmala@thevisualhouse.in</a>
56	Vivid India Advertising And Marketing	Pranav Jaitly	<a href="mailto:vividindia.kamal@gmail.com">vividindia.kamal@gmail.com</a>
57	White Lotus Productions Pvt Ltd	Vimmi Marwaha	<a href="mailto:whitelotusproductions2022@gmail.com">whitelotusproductions2022@gmail.com</a>
58	Zoomin Digital Multimedia Pvt Ltd	Dhawal Gunwant Velani	<a href="mailto:velanidhawal@gmail.com">velanidhawal@gmail.com</a>
59	Bellboys Production Pvt Ltd^^	Ujjawal Dubey	<a href="mailto:bellboysproductions@gmail.com">bellboysproductions@gmail.com</a>
60	Shee Tales Entertainment Private Limited^^	Anagha P	<a href="mailto:contact@sheetales.com">contact@sheetales.com</a>

^^ Provisionally Empanelled

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**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

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**Note:** Detailed list below.



## A. VIDEO DELIVERABLES

S. No	Deliverable	Description
<b>TELEVISION COMMERCIALS (Shot in Full-HD using latest technology and delivered in hard drive both mixed and unmixed)</b>		
1	TVC up to 60 seconds	<p>This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation where necessary including cost of travel, logistics and other incidentals.</p> <p><b>Note:</b> This rate would be used for pro-rata calculation of production cost of a video up to 120 seconds video based on cost per second basis i.e., [Cost per second = L-1 Rate divided by 60].</p>
2	Dubbing of TVCs up to 60 seconds	<p>This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.</p> <p>Note: This rate would be used for pro-rata calculation of production cost for dubbing of a TVC up to 120 second based on per second basis. [Cost per second = L-1 Rate divided by 60 seconds]</p>
3	Edits of TVC of up to 120 seconds into shorter versions such as 10/15/30/45 seconds etc.	Editing the video into the given timeframe while retaining the meaning.
<b>SHORT VIDEOS(Shot in Full-HD using latest technology and delivered in hard drive both mixed and unmixed)</b>		
4	Videos more than 2 minutes and up to 5 minutes	<p>This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation where necessary including cost of travel, logistics and other incidentals.</p>

5	Dubbing of videos of more than 2 minutes to 5 minutes	This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.
6	Edits of Short Video above 2 minutes and up to 5 minutes into shorter versions such as 10/15/30/45 seconds etc.	Editing the video into the given timeframe while retaining the meaning.
<b>LONG VIDEOS/DOCUMENTARY(Shot in Full-HD using latest technology and delivered in hard drive both mixed and unmixed)</b>		
7	Videos more than 5 minutes and up to 15 minutes	This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 120 seconds) where necessary including cost of travel, logistics and other incidentals.
8	Videos more than 15 minutes up to 30 minutes	<p>This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 180 seconds) where necessary including cost of travel, logistics and other incidentals.</p> <p><b>Note:</b> This rate would be used for pro-rata calculation of production cost of a video of more than 30 minutes based on cost per minute basis i.e., [Cost per minute = L-1 Rate divided by 30]</p>
9	Dubbing of videos above 5 minutes to 15 minutes	This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.
10	Dubbing of videos above 15 minutes to 30 minutes.	<p>This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.</p> <p><b>Note:</b> This rate would be used for pro-rata calculation of production cost for dubbing of long form videos more than 30 minutes based on per minute basis. [Cost of per minute of dubbing = L-1 Rate divided by 30]</p>

11	Edits of Videos above 5 minutes and up to 30 minutes into shorter versions such as 10/15/30/45 seconds or 1/2/3/4/5 minutes etc.	Editing the video into the given timeframe while retaining the meaning.
<b>TV OR WEB SERIES (Shot in Full-HD using latest technology and delivered in hard drive both mixed and unmixed)</b>		
12	TV or Web Series up to 15 minutes (minimum 5 Episodes)	This includes cost of concept, script development, story board presentation for a series of episodes, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 120 seconds) where necessary including cost of travel, logistics and other incidentals.
13	TV or Web Series above 15 minutes and up to 30 minutes (minimum 5 episodes)	<p>This includes cost of concept, script development, story board presentation for a series of episodes, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 180 seconds) where necessary including cost of travel, logistics and other incidentals.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost of a video above 30 minutes based on per minute basis [Cost per minute = L-1 Rate of this deliverable divided by 30 minutes]</p>
<b>SPECIAL VIDEOS (Shot in Full-HD using latest technology and delivered in Hard Drive)</b>		
14	Event/Scheme/Programme video up to 2 minutes	Video or Capsule to showcase an event/scheme/programme or its launch. Such videos typically are used for promotional or informational purposes. Adding visual/sound effects, subtitles in same language or other enhancements or graphics or voiceover where necessary.
15	Event/Scheme/Programme video above 2 minutes and up to 5 minutes	Video or Capsule to showcase an event/scheme/programme or its launch. Such videos typically are used for promotional or informational purposes. Adding visual/sound effects, subtitles in same language or other enhancements or graphics or voiceover where necessary.



16	Instructional Videos of up to 2 minutes	<p>Video designed to teach viewers how to perform a specific task, use a particular service, or learn a particular skill. Cost should include concept &amp; script development, story board presentation, limited filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics or 2D/3D animation where necessary.</p> <p><b>Examples:</b> Tax filing instructions, voting procedures, guides on applying for permits or licenses, detailing required documents, procedures, and fees etc.</p>
17	Instructional Videos of above 2 minutes and up to 5 minutes	<p>Video designed to teach viewers how to perform a specific task, use a particular service, or learn a particular skill. Cost should include concept &amp; script development, story board presentation, limited filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics or 2D/3D animation where necessary.</p> <p><b>Examples:</b> Tax filing instructions, voting procedures, guides on applying for permits or licenses, detailing required documents, procedures, and fees etc.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost for production of such videos of more than 5 minutes based on per minute basis. [Cost of per minute = L-1 Rate divided by 5]</p>
18	Testimony Videos of up to 2 minutes	<p>Testimony videos on Government Scheme beneficiaries. Include cost of concept development, filming/shooting, editing, equipment, crew, travel &amp; logistics, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics where necessary.</p>
19	Testimony Videos of above 2 minutes and up to 5 minutes	<p>Testimony videos on Government Scheme beneficiaries. Include cost of concept development, filming/shooting, editing, equipment, crew, travel &amp; logistics, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics where necessary.</p>
20	Video Chat Show of up to 30 minutes	<p>Conversation with guests by a well-known host/anchor. Cost includes studio setup, professional lighting, equipment, backdrops, visual/sound effects, subtitles in same language or other enhancements or graphics where necessary. Agency shall also provide audio version of the same if needed at no additional cost.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of</p>

		production cost of a chat show above 30 minutes based on per minute basis [Cost per minute = L-1 Rate of this deliverable divided by 30]
21	Stitching of Footage into a Video of up to 5 minutes	Video created from footage provided by the client. Cost includes script writing, voice-over, editing, sequencing, transitions, visual/sound effects, subtitles in same language or graphics or 2D/3D animation where necessary.
22	Stitching of Footage into a Video of more than 5 minutes to 15 minutes	Video created from footage provided by the client. Cost includes script writing, voice-over, editing, sequencing, transitions, visual/sound effects, subtitles in same language or graphics or 2D/3D animation where necessary.  <b>Note:</b> This rate would be used for pro rata calculation of production cost of a chat show above 15 minutes based on per minute basis [Cost per minute = L-1 Rate of this deliverable divided by 15]

#### **B. AUDIO DELIVERABLES**

<b>S. No</b>	<b>Deliverable</b>	<b>Description</b>
1	Radio Spot up to 60 seconds	Cost must include concept & script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.
2	Radio Spot of 60 to 120 seconds	Cost must include concept & script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.  <b>Note:</b> This rate would be used for pro-rata cost calculation for production of radio spot above 120 seconds duration (Cost per second = L-1 Rate for this deliverable divided by 120)
3	Radio Jingle/Audio Anthem/Theme song or Signature Tune up to 60 seconds	A radio jingle/signature tune/audio anthem/theme song refers to short musical piece or song produced with original music featuring catchy lyrics (if applicable), a memorable melody.  Cost must include original composition of music, engagement of recognisable and well-known artists/musicians/instrument players along with concept & script/lyrics development, recording, direction, editing, equipment cost, cost of crew,

		music and voice over, adding sound effects, or other enhancements and production processes where necessary.
4	Radio Jingle/Audio Anthem/Theme song or Signature Tune more than 60 seconds and up to 180 seconds	<p>Cost must include original composition of music, engagement of recognisable and well-known artists/musicians/instrument players along with concept &amp; script/lyrics development, recording, direction, editing, equipment cost, cost of crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.</p> <p><b>Note:</b> This rate would be used for pro-rata cost calculation for production of radio jingle/signature tune above 180 seconds duration (Cost per second = L-1 Rate for this deliverable divided by 180)</p>
5	Audio Chat Show or Podcast of up to 30 minutes	<p>Cost includes field interviews, hiring of recognisable host, crew, travel, logistics, studio setup, sound equipment, music, sound effects, or other enhancements and production processes as necessary</p> <p><b>Note:</b> This rate would be used for pro-rata cost calculation for production of Chat Show/Podcast above 30 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 30)</p>
<b>SPONSORED RADIO PROGRAMME</b>		
6	Sponsored Radio Programme up to 15 minutes	Cost must include concept & script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, studio, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.
7	Sponsored Radio Programme above 15 minutes to 30 minutes	<p>Cost must include concept &amp; script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, studio, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.</p> <p><b>Note:</b> This rate would be used for pro-rata cost calculation for production of Sponsored Radio Programme above 30 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 30)</p>
8	Re-edit or Re-voiceover of a Sponsored Radio Programme of up to 30 minutes duration	In cases where a Sponsored Programme that is already produced in the past but certain figures, part of a message, scheme details or other such information are to be updated, and it involves only re-editing and/or re-voiceover.



9	Edits of less than 1 minute, 1-2 minutes and other such shorter durations from Radio Jingle/Spots/Chat Show/Podcast/Sponsored Radio Programme of any duration.	Editing an audio deliverable into the given timeframe while retaining the meaning.
<b>DUBBING OF AUDIO DELIVERABLES</b>		
10	Dubbing of Radio Spot/ Jingle of up to 60 seconds	<p>This includes cost of replacing the original dialogue, script translation, narration, or other audio elements with translated version in a different language while retaining message and rhyming scheme, and hiring professional artists/singers/musicians and ensuring synchronisation of dialogues with music.</p> <p>Note: This rate would be used for pro-rata cost calculation for dubbing of a radio spot/jingle above 60 seconds duration (Cost per second = L-1 Rate for this deliverable divided by 60)</p>
11	Dubbing of Chat Show/Podcast/Sponsored Radio Programme etc. up to 15 minutes	This includes cost of replacing the original dialogues, narration, or other audio elements with translated version in a different language while retaining message and hiring professional artists.
12	Dubbing of Chat Show/Podcast/Sponsored Radio Programme etc. of more than 15 minutes to 30 minutes.	<p>This includes cost of replacing the original dialogues, narration, or other audio elements with translated version in a different language while retaining message and hiring professional artists.</p> <p>Note: This rate would be used for pro-rata cost calculation for dubbing Chat Show/Podcast/Sponsored Radio Programme etc. above 30 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 30).</p>

### **C. PRINT AND OUTDOOR DELIVERABLES**

<b>S. No</b>	<b>Deliverable</b>	<b>Description</b>
<b>SPECIAL PUBLICATIONS</b>		
1	Design of Catalogues/Annual Reports of up to 300 pages including cover design.	<p>Content would be provided by the Department/Ministries. Designing of Catalogue/Annual Report involves identification of a visual style, layout structuring, page composition, adding data visualisation elements like charts and graphs etc., adding photographs and illustrations, type-setting content in easy to read manner, editing and proof-reading. Must provide e-Book version of the report.</p> <p><b>Note:</b> Beyond 300 Pages, pro rata cost would be given based on cost per page = L-1 Rate of this deliverable divided by 300]</p>
2	Design of Booklets of up to 100 pages including the cover.	<p>Content would be provided by the Department/Ministries. Designing of booklets involves identification of a visual style, layout structuring, page composition, adding data visualisation elements like charts and graphs etc., adding photographs and illustrations, type-setting content in easy to read manner, editing and proof-reading.</p> <p><b>Note:</b> Beyond 100 Pages, pro rata cost would be given based on cost per page = L-1 Rate of this deliverable divided by 100]</p>
<b>PRINT ADVERTISEMENTS</b>		
3	Design of Full-Page Advertisement in colour for newspaper	All costs involved in designing process to share a final output file that can be shared with publishers for printing.
4	Language Translation and typesetting of a full-page advertisement	All costs involved in translation and typesetting to share a final output file that can be shared with publishers for printing.
5	Design of Half Page Advertisement in colour	All costs involved in designing process to share a final output file that can be shared with publishers for printing.
6	Language Translation and typesetting of a half-page advertisement	All costs involved in translation and typesetting to share a final output file that can be shared with publishers for printing.

7	Design of Quarter Page and Smaller Sized Advertisement in colour	All costs involved in designing process to share a final output file that can be shared with publishers for printing.
8	Language Translation and typesetting of a Quarter Page and Smaller Sized advertisement	All costs involved in translation and typesetting to share a final output file that can be shared with publishers for printing.
9	Design of Strip/Sky-bus Advertisement in colour	All costs involved in designing process to share a final output file that can be shared with publishers for printing.
10	Language Translation and typesetting of a strip-page advertisement	All costs involved in translation and typesetting to share a final output file that can be shared with publishers for printing.
11	Design and typesetting of a custom sized black and white advertisement for classified advertisement	All costs involved in designing process to share a final output file that can be shared with publishers for printing.
12	Design of Innovative Print Advertisements	Innovative newspaper print advertisement refers to advertisements featuring unique and visually striking layouts that deviate from traditional ad formats with creative shapes, such as foldouts, pop-ups, or multi-page spreads.
13	Artificial Intelligence based Print Advertisement Design	Print advertisements where visuals are generated through AI along with data and information represented in an organised manner for quick and attractive output with limited manual intervention.
<b>OUTDOOR CREATIVES</b>		
14	Design of Routine Outdoor Creatives of varying sizes and properties.	Designing outdoor creatives for various properties such as hoardings/unipoles, gantries, bus shelters etc. and other identical deliverables.



15	Design of Outdoor Creative for Rail/Metro Wraps [including adaptation]	Cost includes design for metro/rail wrap which requires the adaptation of the creative for various sizes/types of coach of trains/metro (all sides).
16	Design of Outdoor Creative for Bus Wraps	Cost includes design for bus wrap which requires the adaptation of the creative for various sizes/types of bus coaches (all sides).
17	Language Adaptation/Version of outdoor creatives	Cost includes adaptation, translation and changing photographs of an outdoor creatives
<b>DESIGN OF LEAFLETS/BROCHURES/CALENDARS</b>		
18	Design of Leaflets/Brochures of 6 Pages (2 Folds)	Cost includes designing, typesetting, inclusion of photographs, graphical designs etc.
19	Design of Leaflets/Brochures 4 Pages (Single Fold)	Cost includes designing, typesetting, inclusion of photographs, graphical designs etc.
20	Design of Leaflets/Brochures of 10 Pages (4 Folds)	Cost includes designing, typesetting, inclusion of photographs, graphical designs etc.  <b>Note:</b> Beyond 10 Pages, pro rata cost would be given based on cost per page = L-1 Rate of this deliverable divided by 10]
21	Design of Folders [4 Pages]	Cost includes designing, typesetting, inclusion of photographs, graphical designs etc.
22	Design of Print Posters (Single Page)	Cost includes designing, typesetting, inclusion of photographs, graphical designs etc.
23	Design of Single (1) Sheet Wall Calendar	Cost includes designing, typesetting, inclusion of photographs, graphical designs etc.
24	Design of Twelve (12) Sheet or more Wall Calendar	Cost includes calendar concept development, content writeup, designing, typesetting, inclusion of photographs, acquisition of high-quality stock photographs and capture of exclusive photographs, graphical designs etc.
25	Design of a Banner	Cost includes designing, typesetting, inclusion of photographs, graphical designs etc.
26	Design of Standees	Cost includes designing, typesetting, inclusion of photographs, graphical designs etc.

#### **D. SOCIAL MEDIA DELIVERABLES**

S. No	Deliverable	Description
<b>SOCIAL MEDIA CONTENT</b>		
1	Design of Infographic for use on internet and social media platforms.	Design of static visual content with a mix of photographs, illustrations, graphics and memes. Design cost for any of the base property such as infographics for social media post or standard advertisement banners (300x250 pixel) or such other property as specified in the work order.
2	Adaptation of Infographics into various sizes	Adaptation of infographic into various sizes viz., display banner of 720x90 pixel, 300x600 pixel or Facebook Cover or Twitter Header or Thumbnail for YouTube video etc.
3	Quickies/Snackable Video Content up to 60 seconds	Snackable video production involves creation of short-form videos with graphics, animations, live action footage for YouTube shorts, Instagram reels, YouTube Bumper advts etc. The cost includes submitting adaptations for use on different social media platforms with different aspect ratios, orientation/alignment and size.
4	Quickies/Snackable Video Content above 60 seconds to up to 120 seconds	Snackable video production involves creation of short-form videos with graphics, animations, live action footage for YouTube shorts, Instagram reels, YouTube Bumper advts etc. The cost includes submitting adaptations for use on different social media platforms with different aspect ratios, orientation/alignment and size.
5	Static Memes	Infographics with humorous or satirical images, videos, or text snippets that convey a particular idea, theme, or event in a concise and widely relatable format for posting on social media platforms.

#### **E. OUTREACH DELIVERABLES**

S. No	Deliverable	Description
1	Small Flash Mobs	<p>Flash mobs are spontaneous, choreographed performances or gatherings that appear suddenly in public spaces for a performance of minimum 30 minutes.</p> <p>The rate must include concept development, choreography, logistics, hiring of <b>minimum 25 performers</b> along with costumes/props/training, sound-system, creation of song medley and content. In addition, three edited short videos for social media, ten geo-tagged photos, three reaction videos of crowd/by-standers to be submitted the same day along with the full-shooting of the show.</p> <p>All other incidental costs, permissions from concerned authorities shall be responsibility of the agency.</p>
2	Large Flash Mobs	<p>Flash mobs are spontaneous, choreographed performances or gatherings that appear suddenly in public spaces for a performance of minimum 30 minutes.</p> <p>The rate must include concept development, choreography, logistics, hiring of <b>minimum 50 performers</b> along with costumes/props/training, sound-system, creation of song medley and content. In addition, three edited short videos for social media, ten geo-tagged photos, three reaction videos of crowd/by-standers to be submitted the same day along with the full-shooting of the show.</p> <p>All other incidental costs, permissions from concerned authorities shall be responsibility of the agency.</p> <p><b>Note:</b> In case of a need for additional performers beyond the 50, then this rate shall be used for pro-rata calculation on the basis of cost per 10 performers. [Cost per 10 performers = L-1 Rate divided by 5]</p>
3	Nukkad Natak or Street Play	<p>Organising a street play of up to <b>30 minutes</b>.</p> <p>The rate must include concept and script development, direction &amp; choreography, logistics, hiring of minimum <b>eleven artists (three musicians/instrument players and 8 actors)</b> along with their costumes/props/training, sound-</p>



		<p>system, creation of song medley &amp; content, background banner and travel. In addition, three edited short videos for social media, ten geo-tagged photos, three reaction videos of crowd/by-standers to be submitted the same day along with the full-shooting of the show.</p> <p>All other incidental costs, permissions from concerned authorities shall be responsibility of the agency.</p>
4	Interior Photography of Events/Launch Programme/Conferences etc.	Cost should include hiring charges of photographer, equipment & accessories and ensuring at least 100 photographs of at least 48 Megapixel quality. (Anywhere in the India)
5	Interior Videography of Events/Launch Programme/Conferences etc.	Cost should include hiring charges of videographer, HD Camera equipment & accessories ensuring comprehensive coverage of the event through single camera setup. Must submit a five minute edited video along with full-version. (Anywhere in the India)
<b>INSTALLATION OF KIOSKS</b>		
6	Design and Setup of a Small General Kiosk [up to 10 Ft Height x 6 Ft. Width x 6 Ft Depth]	<p>Cost of the kiosk should include sturdy base or platform with following components: (i). <b>Enclosure:</b> The main body of the kiosk is enclosed in panels made of durable materials (steel, aluminium etc.)</p> <p>(ii). <b>Signage and Branding:</b> External signage and branding elements, including logos, information panels etc. At least three panels on all sides, at least one headboard panel on the front along with at least two standees.</p> <p>(iii). At least three tables and four Chairs</p>
7	Design and Setup of a Small Modern and Advanced Kiosk [up to 10 Ft Height x 6 Ft. Width x 6 Ft Depth]	<p>Cost of the kiosk should include sturdy base or platform with following components:</p> <p>(i). <b>Enclosure:</b> The main body of the kiosk is enclosed in panels made of durable materials (steel, aluminium etc.)</p> <p>(ii). <b>Signage and Branding:</b> External signage and branding elements, including logos, information panels etc. At least three panels on all sides, at least one head board panel on the front along with at least two standees.</p> <p>(iii). <b>Touchscreen &amp; LED Display:</b> At least one</p>

		<p>touchscreen display and two LED TVs of minimum 65 inches. The display may be protected by tempered glass or acrylic to prevent damage and ensure clarity.</p> <p>(iv). <b>Input Devices:</b> Depending on its purpose, a kiosk may include at least one of each input devices such as a keyboard/mouse, barcode scanner, card reader, or biometric scanner and computers.</p> <p>(v). <b>Power supply</b> mechanism to run the components installed at the kiosk.</p> <p>(vi). At least one skilled executive who can interact with the kiosk visitors on the theme of the campaign.</p>
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#### **F. ANIMATION DELIVERABLES**

<b>S. No</b>	<b>Deliverable</b>	<b>Description</b>
1	2D Motion Graphics	2D motion graphics involve creating animated visuals in a two-dimensional space. This form of animation combines graphic design elements—such as shapes, text, and images—with movement to convey information, tell a story, or enhance visual appeal. The cost should include Story or Narrative Development, voiceover, music, sound effects, development and motion of shapes, colours, models, vectors, text animation, graphic illustrations, icons, images, transitions and effects etc.
2	2D Motion Graphics [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[same as in the deliverables specified above for 2D Motion Graphics]

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