

FAQ

Q. 1. Can one agency apply in all categories (i.e. A, B & C)?

Ans. Yes. One agency can apply in all categories, if they are eligible.

Q. 2. Can one Agency apply in General Pool as well as in Start-ups?

Ans. No. One Agency can only apply either in General Pool or Start-ups.

Q. 3. What is the financial eligibility in all categories of the General Pool (i.e. Category A, Category B & Category C)?

Ans. Any 3 Financial years turnover, out of last 5 Financial years should be one (1) Crore each year.

Q. 4. How the financial eligibility documents should be Provisional or Audited?

Ans. The financial eligibility documents i.e. Balance Sheet and Profit and Loss Account statement issued by a Statutory Auditor/Chartered Accountant for three (3) financial years out of the five (5) years immediately preceding the year of application which clearly indicates the turnover of the AV Producer/Agency in the segment of AV Production.

Q. 5. What all the proof to be furnished for temporary staff?

Ans. Copy of contract / assignment and Bank Statement for last 6 months (as a proof of payment of the contract / assignment).

Q.6. What all should be the criteria for awards to be mentioned in the form?

Ans. At least one of the following International / National Awards:

- (i) Cannes Lions International Advertising Festival, France (Golden Lion, Silver Lion, Bronze Lion);
- (ii) American Advertising Federation, United States of America (USA), (Golden Addy, Silver Addy, Bronze Addy);
- (iii) Mobius Advertising Awards, California, USA (Best Commercial, Best Recreation, Public Service);
- (iv) Clio Awards, Miami, USA (Best Ad Agency, Best Director, Best Art Director, Best Producer);

- (v) Top Awards by Advertising Agencies Association of India (AAAI) in product categories;
- (vi) 'ABBY' Award, India and
- (vii) (Such other awards as may be notified by the Ministry of Information and Broadcasting, Government of India.

Q. 7. What are the documents to be uploaded while submitting online form?

Ans.

- Copy of last 5 Financial Year's Income Tax Return.
- Balance sheet and profit and loss accounts of company for last 5 years (FY 2017-18, 2018-19, 2019-20, 2020-21, 2021-22), duly verified by a Chartered Accountant (CA), indicating his/her membership no. in seal.
- Copy of work orders of last 3 years (2019-2022) of AV-Production jobs for the Government, Public Sector Undertakings or Private sector.
- Cancelled cheque with branch code of the bank and IFSC code of the account in which payments will be made by CBC.
- Salary Slip and Bank Statements of the employee and Bank Statements of the employer of last 6 months.

Q. 8. What all are the documents to be submitted physically?

Ans.

- The online duly filled application should be downloaded and the downloaded filled application along with all the relevant documents must be submitted.
The relevant documents to be uploaded as follows:
- Copy of last 5 Financial Year's Income Tax Return.

- Balance sheet and profit and loss accounts of company for last 5 years (FY 2017-18, 2018-19, 2019-20, 2020-21, 2021-22), duly verified by a Chartered Accountant (CA), indicating his/her membership no. in seal.
- Copy of work orders of last 3 years (2019-2022) of AV-Production jobs for the Government, Public Sector Undertakings or Private sector.
- Pen drive of Show reel of AV-Production work undertaken in the last 3 years.
- Cancelled cheque and mandate form issued by the concerned band of the account in which payments will be made by CBC.
- Salary Slip and Bank Statements of the employee and Bank Statements of the employer of last 6 months.
- Proof of online Payment of Rs. 10,000/- as processing fee (non-refundable).

Q. 9. How should the processing fee be paid?

Ans. Online Payment of Rs. 10,000/- as processing fee (non-refundable). **No other payment mode will be accepted.**

Q. 10. How long can the agency take to submit physical copies to CBC after filling online application form?

Ans. Agency should submit physical copy of the duly filled online application form along with the showreel of past work in USB Pen Drive.

Q. 11. What are the criteria for submitting salary slips & bank details of the staff?

Ans. Salary Slip and Bank Statements of the employee and Bank Statements of the employer of last 6 months.

Q. 12. What are the criteria for Start-ups?

Ans.

- AV Producers/ Agencies recognized as Start-Ups by Department for Promotion of Industry and Internal Trade (DPIIT), Government of India OR Ministry of, Micro, Small and Medium Enterprises (MSME).
- AV Producers/ Agencies owned / managed/ run by the professionals who have degree / diploma from the Institutes set up by the Central Government or affiliated with UGC / AICTE in the area of film making or related fields like sound recording, editing, acting, directing, cinematography, etc. This academic qualification will be valid for only those, who graduated from aforesaid institutes in five (5) years immediately preceding the year of application.

OR

Such Start-Up AV Producers/ Agencies which have won awards either from the Central Government or State Government or any International Award for their films, documentaries, audio productions, web / digital content etc. (as mentioned in Clause no. 13.8) at least once during five (5) years immediately preceding the year of application.

- The Start-Up firms/agencies should have produced at least three (3) AV production jobs in the last one (1) year for the Government, Public Sector Undertakings or Private sector.

Q. 13. If, the agency has any further query, how to approach CBC?

Ans. For any enquiries you may either phone up to Campaign Officer (AV-Production) on 011-24369364, 24369527 or WhatsApp your queries to – 8595121216.