



No. 22204/AV-Prod/Empt/CBC/22-23
CENTRAL BUREAU OF COMMUNICATION
MINISTRY OF INFORMATION AND BROADCASTING
GOVERNMENT OF INDIA
SOOCHNA BHAWAN, CGO COMPLEX, NEW DELHI – 110003

Dated: 07.02.2024

ADVISORY

Subject: Evaluation of Stage-II of the stage-I qualified Producers/Agencies with regard to the Empanelment of Audio-Visual Producers with CBC.

In pursuance of the new Policy Guidelines for empanelment of Audio Visual Producers/Agencies vide Ministry of I&B's O.M. No. M-24013/5/2018-MUC-I (Vol.II) dated 25.10.2022, CBC invited applications for fresh empanelment of AV Producers/Agencies.

After the detailed scrutiny of the received applications in all the Categories of Audio-Visual Producers in General Pool and Start-UP Pool, total 107 applications (85 applications in General Pool and 22 applications in Start-UP Pool) have qualified in the pre-eligibility criteria as per clause 6.3 of Policy Guidelines as well the stage-I of the evaluation as per clause 6.2 of Policy Guideline as of now. The List of all such Producers/Agencies is at Annexure 'A'.

All of these AV Producers/agencies are invited for the stage –II of the evaluation as per clause 9.1 of Policy Guidelines. The evaluation of Showreel of past work and concept note, creative route & scratch on a given theme will be done by the Empanelment Advisory Committee from 12.02.2024 at 10:00 am onwards on all working days as per the schedule given below:

Schedule for Stage-II Evaluation:

General Pool		
Serial Number of stage-I qualified Producers / Agencies	Category of the AV Producers / Agencies	Schedule of Stage-II Evaluation (10 am onwards)
General Pool		
1 to 41	A	12.02.2024
1 to 6	B	13.02.2024
1 to 39	C	13.02.2024
Startup Pool		
1 to 9	A	14.02.2024
1 to 15	C	14.02.2024

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All the AV Producers/agencies qualified for stage-II evaluation are requested to ensure the presence of one representative during the evaluation with the requisite documents. A separate Communication in this regard has also been mailed to each AV Producer/agency qualified for stage-II evaluation.

For any queries, please check FAQ uploaded on CBC website or contact on 011-24369364, 24369527.

Please read the General Guidelines/Directions (at Annexure-B) for Stage-II Presentation for the AV-Producers/Agencies applying in General Pool & Start-up Pool.

This issues with the approval of the competent authority

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(Amit Kumar)
Director
(AV-Production)

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List of Stage-I qualified Producers / Agencies in Category A (General Pool)

S. N.	Producer / Agency Name
1.	Rabab Music Productions Pvt. Ltd.
2.	Chiranjeevi Creations
3.	IMAK News and Entertainment Pt Ltd
4.	VidUnit Media Pvt. Ltd.
5.	Dome Entertainment Private Limited
6.	Frames Production Company Private Limited
7.	360 Degree Media Solutions Pvt Ltd.
8.	Gaon Connection Private Limited
9.	NEW DELHI TELEVISION LIMITED
10.	Degree 360 Solutions Pvt. Ltd.
11.	Abhay Techno Services Private Limited
12.	TOC Combine Pvt Ltd A
13.	Graphiti Multimedia Pvt Ltd
14.	Resonance Digital LLP
15.	LAKSHAYA ENTERTAINMENTS PVT LTD
16.	Entertainment Network India Ltd
17.	Glint entertainment Pvt. Ltd.
18.	TV18 BROADCAST LIMITED
19.	R S INFOMEDIA AND FILMS PRIVATE LIMITED
20.	ZEE Media Corporation Ltd.
21.	CREATIVE CHANNEL MEDIA PRIVATE LIMITED
22.	SOPHIA ADVERTISING
23.	Vermillion Communication Pvt. Ltd
24.	CREATIVE HUB
25.	Ms Samadhan Samiti
26.	BENNETT COLEMAN AND COMPANY LIMITED
27.	Vvac Business of Ideas Private Limited
28.	Film and shots
29.	Pamm Advertising and Marketing
30.	Hashtag Orange Advertising Pvt. Ltd.
31.	Indian Television
32.	News & Entertainment Television
33.	Mahir Films
34.	Grass Valley Films
35.	Curly Tales Digital Media Private Limited
36.	Aakriti Advertising
37.	DAMANIYA INTERNATIONAL
38.	Zee Entertainment Enterprises Ltd.
39.	SHONAV DIGI MEDIA LLP
40.	Object One Information Systems Ltd.
41.	MG Advertising Services

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Annexure-A**List of Stage-I qualified Producers / Agencies in Category B (General Pool)**

S. N.	Producer / Agency Name
1.	LAKSHAYA ENTERTAINMENTS PT LTD
2.	Entertainment Network India Ltd.
3.	Degree 360 Solutions Pvt. Ltd.
4.	Grass Valley Films
5.	Aakriti Advertising
6.	Digital Radio Delhi Broadcasting Limited

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List of Stage-I qualified Producers / Agencies in Category C (General Pool)

S. N.	Producer / Agency Name
1.	Dream Real 3D Pt Ltd
2.	News and Entertainment Television
3.	DISHA COMMUNICATIONS PRIVATE LIMITED
4.	Headlong Newsroom Post India Private Limited
5.	LAKSHAYA ENTERTAINMENTS PVT LTD
6.	ZEE MEDIA CORPORATION LTD
7.	VidUnit Media Pvt. Ltd.
8.	Srishti Pictures
9.	ANJ Creations Private Limited
10.	PRACHAR COMMUNICATIONS PRIVATE LIMITED
11.	SOPHIA ADVERTISING
12.	TV18 BROADCAST LIMITED
13.	Degree 360 Solutions Pvt. Ltd.
14.	SoulCurry Media Technology LLP
15.	Film and shots
16.	Entertainment Network India Ltd.
17.	Expression 360 Services India Pvt. Ltd.
18.	Infinity Advertising Services Private Limited
19.	Indian Television
20.	MASS STUDIOS PRIVATE LIMITED
21.	Purple Focus Pvt Ltd
22.	Chetna Films
23.	SHARAD ADVERTISING PVT LTD
24.	Sreshta Communications
25.	CREATIVE CHANNEL MEDIA PRIVATE LIMITED
26.	Sparrow Co
27.	Aakhya Media Services Pvt. Ltd.
28.	Evergreen Advertising Pvt. Ltd.
29.	Vermillion Communication Pvt. Ltd
30.	JVD FILMS
31.	Nexuszone Corporate Communication Pvt. Ltd
32.	Mode Advertising and Marketing Pvt. Ltd.
33.	Hashtag Orange Advertising Pvt. Ltd.
34.	KAIZZEN PR SERVICES PRIVATE LIMITED
35.	Showcraft Productions Pvt. Ltd.
36.	Aakriti Advertising
37.	Pamm Advertising and Marketing
38.	Music Broadcast Ltd.
39.	QED Productions Pvt. Ltd.

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Annexure-A	
List of Stage-I qualified Producers / Agencies in Category A (Start-up Pool)	
S. N.	Producer / Agency Name
1.	Ivaan Techmedia
2.	Almost Famous Films Pvt Ltd
3.	Aardra Movies Pvt. Ltd.
4.	Digital Angle.in
5.	Elara Media
6.	PARTH SOMPURA FILMS LLP
7.	MASTERSTROKE MEDIA PRIVATE LIMITED
8.	Nandkumar Films
9.	Sapphire Cine World Pvt. Ltd.

Annexure-A	
List of Stage-I qualified Producers / Agencies in Category C (Start-up Pool)	
S. N.	Producer / Agency Name
1.	Golden Post
2.	Anblick Media Pvt. Ltd.
3.	RRE Studios Pvt. Ltd.
4.	White Lotus
5.	SOSN ENTERTAINMENT INTERNATIONAL PRIVATE LIMITED
6.	Almost Famous Fims Pvt. Ltd.
7.	Hashtag Films LLP
8.	Ivaan Techmedia
9.	saketgurjar film production llp
10.	Masterstroke media private limited
11.	Mandrake Tech Labs LLP
12.	WINDSON MEDIA PRIVATE LIMITED
13.	Purohit Films
14.	Vaibhav Visuals
15.	Sapphire Cine World


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General Guidelines/Directions for Stage-II Presentation for the AV- Producers/Agencies applying in General Pool:

This is to inform that Producers/Agencies which have qualified the stage-I of the evaluation under the empanelment of Audio Visual Producers with Central Bureau of Communication. This is to further inform that the evaluation for stage-II of the empanelment is starting from 12th February 2024 onwards and the producer/agency has to make a presentation before the Empanelment Advisory Committee, wherein the Showreel of past work and a concept note, creative route and scratch on a given theme will be presented before the Committee. In this regard producer/agency has to submit the following during the presentation in a pen drive duly labelled with agency name and application number.

1. The Showreel of maximum duration up to 6 minutes, the Showreel may have 6 different Sections, (duration one minute each) corresponding to the different sectors as mentioned in Annexure - D of the Policy Guidelines. **Each section should have the glimpses of atleast 10 jobs executed in that particular sector. Each of the glimpses should be supers mentioning the name / theme of the film and name of the client, duration of the film and year of production any award won by the production (if any).** In Case any agency does not have expertise in all sectors mentioned in Annexure-D, agency can make the Showreel as per its expertise and duration of the Showreel will also be altered accordingly (Example: If any agency has the expertise in 4 sectors than the duration of Showreel will be 4 minutes). **In the Showreel of the past work only the original sound of the films/ spots should be used without any fresh overlaid music.**

The agency representative appearing during the evaluation for stage II should also bring the corresponding job orders against each job for different sectors which are being claimed in Showreel along with a summary sheet of all such job orders indicating the sectoral expertise of the agency as mentioned in Annexure – D.

2. Concept note, creative route and scratch (duration 2 to 5 minutes for Category A), (duration 2 to 15 minutes for Category B) and (duration 30 seconds, 60 seconds and 120 seconds for Category C) in Hindi language **on any one of the themes given below** related to 6 Sectors as mentioned in Annexure – D of the Policy Guidelines:

- Nasha Mukht Bharat
- PM Gati Shakti
- One Earth One Family & One Future
- Virasat and Vikas
- Mission Life
- Ease of Doing Business

3. One representative from the Agency is requested to be present during the evaluation for stage II; there is no need of any further PPT / Presentation other than the items mentioned in point no. 1 & 2.

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General Guidelines/Directions for Stage-II Presentation for the AV-Producers/Agencies applying in Start-up Pool:

This is to inform that Producers/Agencies which have qualified the stage-I of the evaluation under the empanelment of Audio Visual Producers with Central Bureau of Communication. This is to further inform that the evaluation for stage-II of the empanelment is starting from 12th February 2024 onwards and producer/agency has to make a presentation before the Empanelment Advisory Committee, wherein the Showreel of past work and a concept note, creative route and scratch on a given theme will be presented before the Committee. In this regard producer/agency has to submit the following during the presentation in a pen drive duly labelled with agency name and application number.

1. The Showreel of maximum duration up to 6 minutes, the Showreel may have 6 different Sections, (duration one minute each) corresponding to the different sectors as mentioned in Annexure - D of the Policy Guidelines. **Each section should have the glimpses of atleast one (1) job executed in that particular sector. Each of the glimpses should be supers mentioning the name / theme of the film and name of the client, duration of the film and year of production any award won by the production (if any).** In Case any agency does not have expertise in all sectors mentioned in Annexure-D, agency can make the Showreel as per its expertise and duration of the Showreel will also be altered accordingly (Example: If any agency has the expertise in 4 sectors than the duration of Showreel will be 4 minutes). **In the Showreel of the past work only the original sound of the films/ spots should be used without any fresh overlaid music.**

The agency representative appearing during the evaluation for stage-II should also bring the corresponding job orders against each job for different sectors which are being claimed in Showreel along with a summary sheet of all such job orders indicating the sectoral expertise of the agency as mentioned in Annexure – D.

2. Concept note, creative route and scratch (duration 2 to 5 minutes for Category A), (duration 2 to 15 minutes for Category B) and (duration 30 seconds, 60 seconds and 120 seconds for Category C) in Hindi language **on any one of the themes given below** related to 6 Sectors as mentioned in Annexure – D of the Policy Guidelines:

- Nasha Mukh Bharat
- PM Gati Shakti
- One Earth One Family & One Future
- Virasat and Vikas
- Mission Life
- Ease of Doing Business

3. One representative of the agencies is requested to be present during the evaluation for stage-II; there is no need of any further PPT / Presentation other than the items mentioned in point no. 1 & 2.

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Annexure D

CBC may classify the empanelled AV producers in broad sectors (based on the producers' proven expertise) as mentioned below. Jobs may be assigned to producers as per their expertise:

Social & Public Welfare Sector	Economy, Finance & Infrastructure	National Integration, Defence, Diplomacy, Planning and Democracy, etc.	Culture, Tourism etc.	Environment , Energy	Legal, Administration, Personal, Vigilance and Investigation
Health & Family Welfare, AYUSH, Education, Women & Child Development, Labour & Employment, Tribal Affairs, Social Justice & Empowerment, Panchayati Raj, Information & Broadcasting, Minority Affairs, Agriculture & Farmers Welfare, Youth Affairs & Sports, DONER, NHRC, Animal Husbandry, Dairying and Fisheries	Finance, Corporate Affairs, Commerce & Industries, MSME, Statistics & Programme Implementation, Consumer Affairs, Food & Public Distribution, Rural Development, Housing and Urban Affairs, Road Transport & Highways, Shipping, Civil Aviation, Food Processing and Industries, Jal Shakti, Textiles, Chemical & Fertilizers, Skill Development & Entrepreneurship	Cabinet Secretariat, Election Commission, Home Affairs, NITI Aayog, External Affairs, Defence,	Culture, Tourism,	Environment, Forests & Climate Change, Atomic energy, Earth Science, Coal, Electronics & Information Technology, Mines, Power, Steel, Petroleum & Natural Gas, Electronics, Communication & Information Technology, Space, New & Renewable Energy	Law and Justice, Parliamentary Affairs, DoPT, DARPG, Pension & Pensioners Welfare, CAG, CIC, CVC, UPSC, SSC

Note: One producer may be included (as per recommendation of EAC) in more than one sector and category in the same pool provided he / she submits documentary proof of expertise for the sectors. For a job which does not fall under any of the sectors (as mentioned at clause - 7 and as specified in Annexure D) or about which there is any doubt, decision of Pr. DG, CBC will be final.