

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
SOOCHNA BHAWAN, CGO COMPLEX, LODHI ROAD, NEW DELHI-110003

RFP No: AD(NM)/EAC/Website & Mobile Apps/2324-NM

12.02.2024

Subject: Inviting applications for empanelment of agencies (offering rates of “Advertisement Properties of Internet Websites & Mobile Application package” and “Push Notification”) with CBC for publicity of Central Government advertisements, reg:

Whereas the Ministry of Information & Broadcasting has notified the Digital advertisement policy vide OM No. M-24013/75/2023-MUC-I dated 6th November 2023. And whereas, the Digital advertisement policy envisages empanelment of Agencies with CBC having both Websites & Mobile App (offering rates of “Advertisement Properties of Internet Websites & Mobile Application package” and “Push Notification”) under part A of the said policy. Now therefore, Central Bureau of Communication (CBC) invites bids in two bids system from agencies having both Websites and Mobile App Platforms for empanelment with CBC for dissemination of messages of Central Government through the platforms. The empanelment would be subject to the terms and conditions enclosed in Annexure A. The website must have a minimum average Unique Users (from within India) per month (based on the data of six months immediately preceding the date of applying for empanelment i.e from July 2023 to December 2023). Empanelment and advertisement rates finalised shall be valid for three years from the date of notification of the panel by CBC and shall be extendable for an additional period of one year with the approval of DG/PrDG, CBC

2. The bids shall be accepted only in two bid system consisting of Technical Bid and Financial Bid. Applicants who wish to participate can apply online through the website (cbcindia.gov.in/cbc/vendor-login) before the last date. A copy of the duly filled online application form should also be submitted physically along with the technical and financial bids within the stipulated time period as mentioned in Para 4 below. The Technical Bid and Financial Bid should be submitted in separate sealed envelopes clearly mentioning the title, RFP number and Date of Opening of the bids.

The address and contact numbers for sending Bids or seeking clarifications regarding this RFP are given below:

a.	Bids/queries to be addressed to	Sreerag M, Deputy Director , CBC
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b.	Postal address for sending the Bids	Central Bureau of Communication, Room No: 158 (1 st Floor) Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi -110003
c.	Name/designation of the contact personnel	Sreerag M, Deputy Director , Digital Media Wing, CBC
d.	Telephone number of the contact personnel	011-24369598
e.	E-mail Address of contact personnel	digitalmediacbc@gmail.com

3. One large envelope super scribed "Application for Empanelment of Internet Websites and Mobile Applications Package with CBC" should be deposited containing all the documents. There should be no cutting/insertion/addition/modification/deletion, etc in the bid document. Incomplete applications would be summarily rejected. Applicants should also provide signed and stamped copy of the tender document (each page) along with technical bid conveying that they accept the terms and conditions of the tender.

A. One large envelope should contain following four separate envelopes bearing the following superscripting:

- i) Receipt of Non-refundable processing fee of Rs 10,000 paid online
- ii) Technical Bid (with original ink signed Annexures i.e, Report on Unique User Count, 3rd party Ad Server Certificate, Certificate of incorporation, certificate showing operation of atleast one year, PAN card, GST certificate, tender document duly signed on each page etc.)
- iii) Financial Bid
- iv) Printout of the completed online application (duly signed and stamped)

It may be noted that a website/firm cannot apply for both categories namely Website Only and Website & Mobile Application Package at the same time. In such cases, their application for Website & Mobile Application category may be accepted and website only category will be rejected by CBC.

B. This large envelope should also indicate the following on it clearly:

- i) Name of the website
- ii) Name of the mobile application
- iii) Name of the company
- iv) Name and Contact Number/Email ID of the authorized signatory (contact number and email id should be indicated clearly)
- v) Address of the company.



C. The tender document contains the following enclosures:

- Annexure A : Criteria for Eligibility and Terms & Conditions of Tender Document
- Annexure B : Format for Technical Bid
- Annexure C & D: Format for Financial bid for applications under the package (Internet Websites and Mobile Applications)

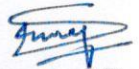
4. Critical Dates:

Window Opening for Submission of Application Online	12.02.2024
Last date for submission of Applications online	26.02.2024
Last date for Submission of Bids Offline	29.02.2024

The opening of Technical and Financial proposals will be informed through an advisory.

5. The arrival of L1 rate matrix will be as per scheme outlined in the Annexure A.
6. The bid should be accompanied with receipt of non-refundable processing fee of Rs10,000 paid online. All applicants must ensure that the bids are accompanied with all the documents mentioned in para 6 in Annexure A (which are not submitted online) and printout of the online application, failing which their bids are liable to be rejected.
7. The affidavits mentioned in Annexure A should be on stamp paper of Rs 100/-
8. CBC reserves the right to reject any bid if it is found to be in contravention of the terms and conditions mentioned in the Annexures.

This issues with the approval of the competent authority.



(Sreerag M)

Deputy Director(New Media)

Annexure A

Criteria for Eligibility and terms & Conditions of Tender Document

1. Nodal Agency

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

2. Criteria for Eligibility

- i. The website/mobile application 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/mobile application applies for empanelment with CBC.
- ii. The website/mobile application must have a minimum average Unique Users (from within India) per month (based on the data of six months immediately preceding the date of applying for empanelment) for the category as indicated below:

Category	Average Unique User Count (per month)
A+	20+ million
A	10 - 20 million
B	5 - 10 million
C	0.25- 5 million

- iii. The website/mobile application must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's/mobile application's auditors/authorised representative of the entity. CBC will cross-check the UU data submitted by the website/mobile application through an internationally accepted and credible third-party tool that monitors website traffic in India.
- iv. Applicant can apply for "internet website and mobile application package" rates for all categories A+, A, B and C as per Annexure - C and Annexure -D.
- v. The website/mobile application wishing empanelment with CBC will have to quote the rates for all the specified types of properties mentioned in Annexure - C and D subject to conditions mentioned in Para 3.1.(iv).
- vi. Only the website/mobile application which are owned and operated by companies that are incorporated in India will be considered for empanelment. However, website/mobile application owned by foreign companies or of foreign origin may be eligible if such website/mobile applications 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 2(i) above.

- vii. Only non-government websites/mobile applications are required to participate in the bid for empanelment. Government/Central or State PSU's websites/mobile applications will be empanelled directly if they accept the L1 rate matrix offered to other similar category private website/mobile application, provided the number of unique users is as per the criteria for that category.
- viii. Different websites/mobile applications belonging to one company/group can be empanelled, provided they separately/individually fulfill the UU count criteria. In other words, NO bunching/adding of UU count of the different websites of one group/company would be permitted. Also, such website/mobile application will be required to submit separate applications for each website/mobile application.
- ix. CBC reserves the right to decline empanelment or suspend empanelment of any website/mobile application 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.
- x. The applications submitted directly by companies owning and operating the website/mobile application will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a website/mobile application or group of websites/mobile applications.
- xi. 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).

3. Commercial Bid and Advertisement Properties for Websites and Mobile Applications

CBC shall publish standard size web banners on the websites/mobile applications and the standard video advertisement inventory (rates will be in multiples of 10 seconds). CBC will offer rates to websites/mobile applications 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. 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 shall be determined based on the process detailed herein after. CBC reserves the right to further alter the L-1 rates discovered through financial bids, downwards as recommended by Tender Committee, if such a need is felt. Decision of DG/PrDG, CBC in this regard shall be final and binding on all applicants.

3.1. Advertisement Properties of Internet Websites and Mobile Applications Package

- i. For the discovery of specific rates, applications under the category of the websites and mobile applications package will be categorized into Category A+, A, B, and C depending on their monthly Unique User count (combined desktop and mobile traffic). Minimum Unique User qualification count for each Category shall be:

Category	Average Unique User Count per Month
A+	20+ million
A	10 - 20 million
B	5 - 10 million
C	0.25 - 5 million

- ii. The websites and mobile applications package should quote single separate rates for the each of the specified advertisement properties (as given in Proforma at Annexure C and D) as per the respective category that they fall in (one applicant can apply only for one category).
- iii. To avoid multiplicity of panels, a combined panel for impression-based banner, fixed property of varying slot sizes and video advertisements in each category (namely A+, A, B and C) shall be formed under the websites and mobile applications package. This will be created on the basis of quotations obtained for the standard 300 X 250 pixel size property as a baseline and, the L1 rate quoted in a category for the 300 X 250 pixels banner advertisement would be utilized for selection of the lowest 75% of the applicants in respective category, selected in ascending order taking L1 as base. In addition, L1 website/mobile application of interstitial advertisement property, L1 websites of 728 X 90, 970 x 250, 300 x 600 pixels sizes each; L1 websites/mobile applications of fixed banner/video property of 6 pm to 12 midnight slot, 12 mid-night to 6 am, 6 am to 12 noon and 12 noon

to 6 pm slots each and L1 website/mobile application of video advertisement property respectively shall also be added to the panel so formed on the basis of 300 x 250 pixels property as stated above in each category.

- iv. A matrix of L1 rates so arrived in a particular category for all the specified properties of the website/mobile applications as aforementioned will be formed. The websites/mobile applications panel so formed in Para 3.1 (iii) above shall be offered the matrix of L1 rates as a package. Such applicants would have to accept the matrix of L1 rates as a whole. In case, some website(s)/mobile application(s) who are offered the rates do not accept the L1 rate matrix of all the properties in a particular category, they shall not be empaneled and other qualified applicants in that category (equal to the shortfall) would be offered the L1 rate matrix based on the principle of "first offer to the lowest rate offering website/mobile application" considering the rates quoted for 300x250 pixels baseline property. CBC may also empanel applicants who don't have not more than two of the above-mentioned advertisement sizes under the condition that they accept the complete L1 rate matrix 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.
- v. **Push Notification Panel:** A separate category-wise panel would be formed comprising of mobile applications for push notifications, based on L1 rate quoted in INR for one push notification of maximum 160 characters. The panel in the respective category would be formed comprising of the lowest 75% of the applicants in that category, selected in ascending order taking L1 as base. In case these applicants do not accept the offered rate, other qualified applicants in that category (equal to the shortfall) would be offered the L1 rate based on the principle of "first offer to the lowest rate offering mobile application".
- vi. CBC reserves the right to reject the lowest rate quoted in a Category, as the base rate of that Category, if it is apparent that such a rate is higher in comparison with the base rate quoted in a bigger category, or websites have cartelised and have quoted the same rate for a particular category.
- vii. Applicants that bid shall ensure that the rates quoted in INR, are all inclusive, and no deviation in any of the conditions would be made nor would any increase in rates be allowed during the empanelment period/tenure. However, applicable Goods and Services Tax shall be paid extra by CBC.



- A. **Standard Banners:** Single rates are to be quoted in INR for following banner sizes on Cost Per Thousand Impression (CPTI) basis for both website and mobile application wherever applicable:
- (a) 300 x 250 pixels
 - (b) 728 x 90 pixels (website only)
 - (c) 300 x 600 pixels (website only)
 - (d) 970 x 250 pixels (website only)
 - (e) Interstitial advertisement property
- B. **Mobile Display Banner Advertisement:** 300x250 pixels (Mobile applications may adapt the creative to suit their application's user interface subject to the advertisement size being minimum 300x250 pixels for which no additional premium will be paid).
- C. **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 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 honouring 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.
- D. **Video Advertisements:** The applicants must quote common rates in INR per ten seconds for the video advertisement inventory on Cost Per Thousand Impression (CPTI) basis for website and mobile application.
- E. **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/mobile applications, with minimum display size of 300 X 250 pixels. The rates for the fixed property, which shall be visible to all visitors to a website in the specified timeframe, will have to be quoted separately 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. All the rates so quoted would be common for websites and mobile applications.
- F. **Push Notifications:** The quote should be given in INR per 160 characters separately; it is applicable only for mobile applications.
- G. The lowest rate for 300 x 250 pixels property quoted in a particular category shall be the base rate for that advertisement property in the respective category for the purpose of formation of panel.
- H. Any other advertisement properties that may become available/subsequently deemed necessary on internet websites/mobile applications may be on boarded through

appropriate price discovery mechanism from only amongst the already empanelled entities with the approval of DG/PrDG, CBC subject to GFR.

4 Scrutiny, Compliance and Billing:

- i. All websites and mobile applications 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. Applicants who applied in the website and mobile applications package will be permitted to run advertisements on both websites and mobile apps in the common properties unless specifically mentioned in the release order of CBC. Adaptive banner advertisements on mobile devices would not be given any premium.
- iii. The website/mobile application 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.
- iv. Websites/mobile applications 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 4(iii) 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.
- v. It will be the responsibility of the website/mobile application owner to comply with extant rules and regulations as prescribed by the Government of India Laws.
- vi. There will be no change in rates once offered to and accepted by an empanelled website/mobile application for the tenure of empanelment except on review of unique user data in April every year as provided in 5 (iii).

- vii. The cost of all technical requirements, such as adapting the design format provided by CBC to the website's/mobile application's format, shall be borne by the website/mobile application.

5 Tenure, Revision and Panel:

- i. Empanelment and advertisement rates finalised shall be valid for three years from the date of notification of the panel by CBC and shall be extendable for an additional period of one year with the approval of DG/PrDG, CBC.
- ii. For one year from the day of notification of the website/mobile application panel, empanelment window would be closed. The window for considering fresh website/mobile applications, as well as for giving another chance to entities that had applied earlier but were not empanelled owing to eligibility criteria or short listing methodology as laid down in the policy, shall be opened only after one year from the succeeding quarter viz., January, April, July, October as the case may be in the respective category. The applications thereafter may be called every quarter for the remainder of the panel tenure. Such applicants will be empanelled for the remainder duration of the panel tenure based on technical qualification scrutiny basis and no financial bids are to be taken i.e., the technically qualified websites/mobile applications will have to accept the L1 rate matrix already discovered at the time of panel creation for the remainder tenure of the panel. Such entities will join the panel with effect from the day as notified by CBC for the remainder of the tenure of the panel.
- iii. The Unique User Data of each of the empanelled website/mobile application will be reviewed in first week of April every year by CBC 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 organisation 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.

6 Documents to be submitted with the Online Application

- i. Documents in support of Para 2 (i)
- ii. The website/mobile application must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's/mobile application's auditors/authorised representative of the entity i.e from July 2023 to December 2023.
- iii. Certificate of Incorporation as per para 2 (vi)
- iv. Rates in financial bid proforma – Annexure C and Annexure D. (**only for physical submission**)
- v. Undertaking in the form of a certificate as per Para 4 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per 4 (iii) and 4(iv).
- vi. Application fees of Rs. 10,000/- per website/mobile application (non-refundable)
- vii. Affidavit (if applicable) on non-availability of advertisement sizes in support of Para 3.1 (iv)



Technical Bid*

1. Name of the Website(URL):
2. Name of the Mobile Application:
3. Category for which the application is made(A+/A/B/C):
4. Address of the registered office:
5. Date of incorporation of the company:
6. Date of launch of website:
7. Date of launch of Mobile Application:
8. Date from which the website is in continuous operation:
9. Date from which the mobile application is in continuous operation:
10. Average number of unique Users per month for last 6 months(from July 2023 to December 2023):
11. Is the website India based(Yes/No):
12. 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.

The applicants are requested to read the para 6 of the tender document carefully with regards to submission of necessary documents along with their bids. Applicants can use the website(URL) to apply for empanelment; however physical bids should also be submitted to CBC. CBC strongly advises against submission of financial bids online.

*To be printed on letter head

(Name of authorized signatory)

Sign, stamp & Seal

ANNEXURE -C

Proforma for financial bid submission by applicants for Internet Websites and Mobile Applications Package(Category A+, A, B and C)

	Property	Unit for Quoting Rate (both for website/mobile application)	Single Rate (in INR) for the property excluding GST
Category A+	300 x 250 pixels	CPTI	
	728 x 90 pixels (website only)	CPTI	
	300 x 600 pixels (website only)	CPTI	
	970 x 250 pixels (website only)	CPTI	
	Interstitial Advertisement property	CPTI	
	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (24 Hours)	Consolidated rate for 24 hours	
	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)	CPTI for a 10 second spot	
Category A	300 x 250 pixels	CPTI	
	728 x 90 pixels (website only)	CPTI	
	300 x 600 pixels (website only)	CPTI	
	970 x 250 pixels (website only)	CPTI	
	Interstitial Advertisement property	CPTI	
	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (24 Hours)	Consolidated rate for 24 hours	
	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)	CPTI for a 10 second spot	

Category B	300 x 250 pixels	CPTI	
	728 x 90 pixels (website only)	CPTI	
	300 x 600 pixels (website only)	CPTI	
	970 x 250 pixels (website only)	CPTI	
	Interstitial Advertisement property	CPTI	
	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (24 Hours)	Consolidated rate for 24 hours	
	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)	CPTI for a 10 second spot	
Category C	300 x 250 pixels	CPTI	
	728 x 90 pixels (website only)	CPTI	
	300 x 600 pixels (website only)	CPTI	
	970 x 250 pixels (website only)	CPTI	
	Interstitial Advertisement property	CPTI	
	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (24 Hours)	Consolidated rate for 24 hours	
	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)	CPTI for a 10 second spot	

ANNEXURE - D

Proforma for financial bid submission by applicants for push notifications through mobile applications

	Property	Unit for quoting rate	Rate (in INR) excluding GST
Category A+	Per Push notification of maximum 160 characters	One push notification	
Category A	Per Push notification of maximum 160 characters	One push notification	
Category B	Per Push notification of maximum 160 characters	One push notification	
Category C	Per Push notification of maximum 160 characters	One push notification	

Applicants are requested to follow the proformas strictly, else the bid will be considered as unresponsive.