

**MINISTRY OF INFORMATION AND BROADCASTING  
CENTRAL BUREAU OF COMMUNICATION  
(AV WING)**

Soochna Bhawan, CGO Complex  
Lodhi Road, New Delhi - 110003  
4<sup>th</sup> July 2025

**ADVISORY**

**Subject:** Pre-bid meeting on the RFP No. AV/03/2010(VOL-III) dated 27<sup>th</sup> June 2025 for Empanelment of Digital Delivery Agencies – regarding.

This is with reference to the above-mentioned subject wherein prospective bidders who attended the pre-bid meeting as scheduled in 1<sup>st</sup> July 2025 at 1200 Hrs had raised queries for clarification on the provisions contained in the AV/03/2010(VOL-III) dated 27<sup>th</sup> June 2025.

2. The clarifications on the queries raised by the prospective bidders are enclosed as **Annexure**.
3. All the bidders are requested to take the above clarifications into consideration while submitting their bids.
4. This advisory/corrigendum shall now be a part of the main tender document for all purposes.

This issues with the approval of competent authority.

  
(Satti Kishore Kumar)  
Director (AV)

## Annexure

The details of queries/statement from the prospective bidders and the clarifications:

S.No.	Queries/Statements of Prospective Bidders	Relevant Clause in the RFP	Clarifications
1.	In the context of Technical Evaluation, may the work orders pertain to any assignments involving TV channels, or are only those specifically related to Digital Delivery considered valid?	Section IV-A Point 1(a)	For Technical evaluation, documents directly related to Digital Delivery—such as work orders, contracts, completion certificates, and letters from partner channels, payment receipts, or invoices—will ONLY be accepted for evaluating agencies' reach. Submissions unrelated to Digital Delivery will not be considered
2.	For the purpose of technical evaluation in assessing the number of years of experience in the business, kindly confirm whether any relevant work experience will be considered, or only experience specifically related to Digital Delivery will be taken into account.	Section IV-A Point 1(d)	The number of years of experience, for the purpose of technical evaluation, shall strictly pertain to Digital Delivery services to TV channels. Agencies must submit supporting documents as specified in the RFP, including company registration documents, certificate of incorporation, and work orders or completion certificates clearly indicating the duration and nature of relevant experience.
3.	Is it mandatory to store all converted and delivered video files in high-resolution format on the cloud for real-time access by CBC as part of the Digital Library requirement?	Section – III, Pt(1)(g)	As part of the Digital Library requirement, agencies may retain the original high-resolution creative files (e.g., Full HD, 4K) in secure local or on-premise storage systems, or in cold storage, after delivery to the channels. Compressed MP4 versions of these files should be uploaded to a cloud platform for routine reference. Agencies must ensure 24x7 cloud access to these low-resolution files and provide high-resolution files on-demand whenever requested by CBC.
4.	Is the cost to be quoted per individual channel or per channel group? Considering that different channels within the same group may operate	Section VI	The agency shall quote the price bid on per channel, per spot, per delivery basis (exclusive of applicable taxes).

	on separate servers or delivery systems, would quoting a single rate for the entire group be acceptable?		
5.	Any penalty if a spot is not delivered within time limit.	Section V:	This is already addressed in Clause 19 of Section V, which clearly states that no payment shall be made by CBC to the agency if the spot is not delivered to TV channels/Digital cinemas/OTTs/MSOs within 8 hours of its receipt from CBC.