



भारतीय रिज़र्व बैंक/ Reserve Bank of India
संचार विभाग/ Department of Communication

Releasing TV spots under Public Awareness Campaigns during
'Saregamapa Marathi 2026'

Department of Communication (DoC) invites financial bids from empanelled advertising agencies for Public Awareness Campaign (PAC) for releasing TV spots '**Saregamapa Marathi 2026**' on **Zee Marathi and Zee5 (OTT platform)**.

The details of the proposed plan are given below:

A. TV:

Sl. No	Property Branding	Channel	Days	Time band	No.of episodes	FCT per episode	Total FCT
1	SRGMP Marathi	Zee Marathi – SD – Original	Sat-Sun	21.30 – 23.00	19	90	1710
2	SRGMP Marathi	Zee Marathi – HD - Original	Sat-Sun	21.30 – 23.00	19	90	1710
3	SRGMP Marathi	Zee Marathi – SD – Repeat	Sat-Sun	16.00 – 17.30	19	90	1710
4	SRGMP Marathi	Zee Marathi – HD - Repeat	Sat-Sun	16.00 – 17.30	19	90	1710
5	SRGMP Marathi – Grande Finale	Zee Marathi – SD – Original	Sun – 7 th Dec	21.00 – 24.00	1	240	240
6	SRGMP Marathi – Grande Finale	Zee Marathi – HD - Original	Sun – 7 th Dec	21.00 – 24.00	1	240	240
7	SRGMP Marathi – Grande Finale	Zee Marathi – SD – Repeat	Sun	15.00 – 18.00 (TBC)	1	240	240
8	SRGMP Marathi – Grande Finale	Zee Marathi – HD - Repeat	Sun	15.00 – 18.00 (TBC)	1	240	240
9	Sanai Chaughade	Zee Marathi - SD	Mon-Sun	21.30 – 23.00	58	30	1740
10	Sanai Chaughade	Zee Marathi - HD	Mon - Sun	21.30 – 23.00	58	30	1740
11	Taarini	Zee Marathi - SD	Mon -Fri	21.30 – 23.00	58	30	1740
12	Taarini	Zee Marathi - HD	Mon -Fri	21.30 – 23.00	58	30	1740
Grand Total						1440	14760

**Value additions:**

- a. 'RBI Tip of the Day' for one per episodes in 19 episodes in both Zee Marathi SD and HD channels.
- b. 'Aston Bands' displaying RBI's messages in 19 episodes with one per episode in both Zee Marathi SD and HD channels.
- c. Anchor mentions on "sponsor call out" for two times per episode with total of 38 integrations in both Zee Marathi SD and HD channels.
- d. RBI 'Sachet Raho Anthem' integration in one episode in both Zee Marathi SD and HD channels.
- e. One integration during the Grand finale episode in both Zee Marathi SD and HD channels.
- f. Additional in show integrations in 6 episodes in popular fiction shows 'Sanai Chaugade' and 'Taarini' in both Zee Marathi SD and HD channels.

B. Digital:

Deliverables			
Element	Classification	Property	Estd. Impressions
Video inventory on the sponsored show	Mobile and Web	AVOD Video inventory on sponsored show (30 secs)	1 Mn
	CTV	AVOD Video inventory on sponsored show (30 secs)	1 Mn
Video inventory on AVOD content on Zee5 App	Mobile and Web	Inventory on other Top AVOD shows in same language (30 secs)	20 Mn
Video inventory on AVOD content on Zee5 App	CTV	Inventory on other Top AVOD shows in same language (30 secs)	7 Mn
Total impressions			29 Mn

Value additions:

- i) 20 posts on official Zee Marathi Instagram channel.
- ii) 20 posts on official Zee Marathi Facebook channel;
- iii) 20 Brand hashtags for social media promotions on Zee Marathi social media.
- iv) 20 Brand tags for social media promotions on Zee Marathi social media.

**Important Dates**

Tender Start View Date: **Wednesday, September 30, 2026 at 1130 hrs**

Bid Start Date: **Wednesday, September 29, 2026 at 1130 hrs**

Bid Close Date: **Monday, October 05, 2026 at 1200 hrs**

Bid Opening Date and Time: **Tuesday, October 06, 2026 at 1200 hrs**

TERMS AND CONDITIONS

Please note that no physical bids will be accepted. All the bids must be submitted through CPPP portal (<https://etenders.gov.in/eprocure/app>) against event number **(2026_RBI_292737_1)** only.

Agency will be shortlisted on the basis of L1 (including net media cost, agency commission and applicable taxes) and should bid strictly for the plan and in format given in the tender document. The participating agencies are required to submit the Net Media Cost, Agency Commission and applicable taxes separately in the E-tender. Failure to do so will result in rejection of bid of the particular agency.

Once an advertising agency is shortlisted, the agency is required to execute the work without fail. The shortlisted agency is required to release the spots strictly as per the plan given in the tender document. Failure to do so will result in appropriate action being taken against the erring agency.

The winning bidder will have to furnish a Bank Guarantee amounting to 5% of the Work Order amount.

Reserve Bank of India reserves the right to amend the proposed plan. In such a situation, a fresh e-tender shall be uploaded on the CPPP portal (<https://etenders.gov.in/eprocure/app>) with necessary changes/corrections and the agencies will be required to re-bid.

TDS and TDS under GST will be deducted as per applicable rate.

The Reserve Bank of India has appointed Independent External Monitors (hereinafter referred to as Monitor) under Integrity Pact. Shri Nageshwar Rao Koripalli, Retd. IRS,38, The Trails, Manikonda, R.R. District, Hyderabad-500089 and Shri Pramod Shripad Phalnikar, Retd. IPS, A-2,602 Phase-I, Aditya Shagun, CHS, NDA- Pashan Road, Bavdhan, Pune, Maharashtra-411021.

Emails of Independent Monitors are as under:

knageshwarrao@gmail.com

pramodphalnikar@gmail.com

Clarifications, if any, may be sent via email to harithad@rbi.org.in and darshann@rbi.org.in

The advertising agencies should treat all documents, information, data and communication of and with the Bank as privileged and confidential.



Empanelled advertising agencies shall not, without Bank's prior written consent, disclose any specification, plan, sample or information or data or drawings/designs furnished by or on behalf of the Bank to any person other than a person employed by the agency in the performance of the work.

Disclosure to any such person employed by the agency shall be made in utmost confidence and should extend only as far as may be necessary and relevant for the purpose of such performance.

We will appreciate a confirmation regarding the participation in tender. If we do not get a reply, it will be construed that the agency is not interested in participating in the tender. In such a case, RBI will be constrained to take appropriate action against the non-participating agencies.

Important instructions for e-tender (CPPP Portal)

This is an e-procurement event of RBI. The e-procurement Service Provider/Contractor is the Central Public Procurement Portal (CPPP) <https://etenders.gov.in/eprocure/app>

Process of E-tender: Bidder manual kit is available on home page.

A) Registration for new bidder: The process involves vendor's registration with CPP portal which is free of cost. <https://etenders.gov.in/eprocure/app?page=BiddersManualKit&s>

For any technical related queries please call at 24 x 7 Help Desk Number

0120-4001 002

0120-4001 005

0120-4493395

International Bidders are requested to prefix +91 as country code

email Support:

For any Issues or Clarifications relating to the published tenders, bidders are requested to contact the respective Tender Inviting Authority.

Technical - support-eproc@nic.in

Policy Related - cpvp-doe@nic.in