



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

Release of advertisements under Public Awareness Campaign in Warner Bros Discovery (WBD) channels and in show integration during 'Chhota Bheem'

Department of Communication (DoC) invites financial bids from empanelled advertising agencies for Public Awareness Campaign (PAC) for releasing advertisements and in show integration during 'Chhota Bheem' show in **Warner Bros Discovery (WBD) channels i.e., Pogo, Cartoon network and Discovery Kids.**

2. The details of the proposed TV plan is as under **(Flag-B)**:

WBD Deal Proposal				
Channel	Programme	Days	Time Band	FCT
POGO	RODP	Mon-Sun	0700-0900	2700
	RODP	Mon-Sun	0900-1200	2700
	RODP	Mon-Sun	1200-1900	2700
	RODP	Mon-Sun	1900-2000	2700
	RODP	Mon-Sun	2000-2200	2700
				13500
CN	RODP	Mon-Sun	0700-0900	480
	RODP	Mon-Sun	0900-1200	480
	RODP	Mon-Sun	1200-1900	480
	RODP	Mon-Sun	1900-2000	480
	RODP	Mon-Sun	2000-2200	480
				2400
DK	RODP	Mon-Sun	0700-0900	480
	RODP	Mon-Sun	0900-1200	480
	RODP	Mon-Sun	1200-1900	480
	RODP	Mon-Sun	1900-2000	480
	RODP	Mon-Sun	2000-2200	480
				2400
Total				18300

Particular	Unit
Production of In-show Episode integration 60 Secs each - 4 Integrations	
Open a bank account early – Learn how banks help keep your money safe	1
The value of Savings & Budgeting for Kids	1
Misinformation on Coins	1
OTP or PIN or scanning a QR is required only for sending money, not for receiving it	1
On Air In-show Episode integration (POGO - ON - AIR) (1 Original+9 repeat Airing each)	40 Airings
Adaptation of integration into TVC (30 Sec) - 4 TVC's	
Open a bank account early – Learn how banks help keep your money safe	1
The value of Savings & Budgeting for Kids	1
Misinformation on Coins	1



OTP or PIN or scanning a QR is required only for sending money, not for receiving it	1
Co-powered by sponsorship in School Contact Program 2026 x Pogo	
Play one 30-sec RBI x Little Singham anti-fraud TVC to 5 Lacs kids across 700 schools in 17 cities across India, followed by an emcee-led interaction reinforcing the key message and closing with: "Little Singham/RBI kehta hai, Smart Bano... Cool Raho!"	5 Lacs Kids
Digital Post of 4 in-show integrationson on WBD Social Media (Pogo's YT, FB & IG) - 12 Posts	
Open a bank account early – Learn how banks help keep your money safe	3
The value of Savings & Budgeting for Kids	3
Misinformation on Coins	3
OTP or PIN or scanning a QR is required only for sending money, not for receiving it	3
Thematized & Gamified Digital Poll/Quiz of 4 themes on WBD Social Media (Pogo's IG) - 8 Posts	
Open a bank account early – Learn how banks help keep your money safe	2
The value of Savings & Budgeting for Kids	2
Misinformation on Coins	2
OTP or PIN or scanning a QR is required only for sending money, not for receiving it	2

Important Dates

Tender Start View Date: **Friday, August 07, 2026 at 1800 hrs**

Bid Start Date: **Friday, August 07, 2026 at 1800 hrs**

Bid Close Date: **Wednesday, August 12, 2026 at 1130 hrs**

Bid Opening Date and Time: **Wednesday, August 12, 2026 at 1200 hrs**

TERMS AND CONDITIONS

Please note that no physical bids will be accepted. All the bids must be submitted through MSTC portal (<https://www.mstcecommerce.com/RBI/>) against event number (**RBI/Central Office Departments/Others/6/26-27/ET/232**) 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 (excluding agency commission and applicable taxes).

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 MSTC portal (<https://www.mstcecommerce.com/RBI>) 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.

Please find the below updated contact details of MSTC Mumbai Centralized helpdesk for vendors:

HO Central Help Desk: (For vendors)

Phone Number: 07969066600



helpdeskho@mstcindia.in (Please mention "HO Helpdesk" as subject while sending emails)

WRO Helpdesk: 7651915418/02269856817/02269856800

Availability

9:30 AM to 5:00 PM on all working days for all Technical issues e-Tenders, System settings etc.

Mr. Tanmoy Sarkar, Deputy Manager

Mobile: 8349894664