

**Value adds:**

1. An exclusive integration featuring Money Kumar and Miss Money within the Asian Games Studio Show. During the studio presentation, the anchor will seamlessly deliver RBI's key messages, complemented by engaging graphical animations featuring Money Kumar and Miss Money, ensuring high visibility and effective audience engagement – Minimum 15 integrations.
2. An exclusive branded content integration featuring a custom shoot with four athletes, where they will naturally incorporate and communicate the brand's key messaging through engaging, high-quality content aligned with the Asian Games. The cost will be borne by Sony Sports Network for all the integrations.
 - A. FCT on TEN 3 SD - 5000 Seconds
 - B. FCT on TEN 3 HD - 5000 Seconds
 - C. Sony Sports Network (RODP) - 120000 seconds
 - D. Aston Bands to be aired during Live Game **

*Please note any channel added in the broadcast plan of Asian Games later will be added as bonus

B. Digital:

Deliverables			
Element	Classification	Property	Estd. Impressions
VIDEO Ads - Asian Games LIVE, Pre Post Show, VOD	Mobile	Pre-rolls+ Mid rolls (30 sec)	20 mn
	CTV	Mid rolls (30 sec)	8 mn
Video Ads - ROS	Mobile	Mid rolls (30 sec)	6.5 mn
High Impact Display Branding	L Band – Mobile + CTV	40 exposures	40
In studio	Sony Sports Linear TV – 15 integrations to be carried out on Sony LIV with Graphics (Moneykumar and Miss Money)		
Top Moments by RBI - VOD	Branded opening slate with VO		1
	100% SoV on 1st Pre-roll*		

Important Dates

Tender Start View Date: **Thursday, August 13, 2026 at 1830 hrs**

Bid Start Date: **Thursday, August 13, 2026 at 1830 hrs**

Bid Close Date: **Tuesday, August 18, 2026 at 1500 hrs**

Bid Opening Date and Time: **Tuesday, August 18, 2026 at 1530 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/7/26-27/ET/233**) 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