



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

Empanelment of Agency for Social Media Management Service

Department of Communication (DoC) invites e-tenders from Social Media Management Service providers to provide the services as detailed below.

Social Media Management
(i) 24*7 Social Media Strategy & Management
(ii) Creatives for Social Media
(iii) Podcast Production and Management
(iv) Social Media Listening and Analytics
(v) Promotion Planning & Execution
(vi) Online Response Management

Important Dates

Tender Start View Date: **Wednesday, October 07, 2026 at 1700 hrs**

Bid Start Date: **Wednesday, October 07, 2026 at 1700 hrs**

Bid Close Date: **Friday, November 06, 2026 at 1200 hrs**

Bid Opening Date and Time: **Monday, November 09, 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_293692_1)** only.

The Bank invites bids from service providers under the two-bid processing system. Bids need to be submitted in two parts - Technical Bid and Commercial Bid. Only if a bidder qualifies technically, the Commercial Bid will be opened. The bidder who quotes the lowest from among the bidders who qualified in the technical evaluation, will be the successful bidder and will be awarded the work (L1 bidder).

The participating agencies are required to submit the bids along with all the necessary documents as specified in RFP 2026_RBI_293692_1.



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 smccdoc@rbi.org.in

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

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 - 4493 395

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 - cppp-doe@nic.in