



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

**Releasing TV spots under Public Awareness Campaigns during
“Family Full House with Rohit Sharma - 2026”**

Department of Communication (DoC) invites financial bids from empanelled advertising agencies for Public Awareness Campaign (PAC) for releasing TV spots during ‘**Family Full House with Rohit Sharma - 2026**’ on **Sony TV and Sony LIV (OTT platform)**.

The details of the proposed plan are given below:

A. TV:

Event	Period	Status	Channel	Total FCT
Family Full House with Rohit Sharma – SD Original	Sept 26- Mar 27	Spot Buys	Sony TV	4500
Family Full House with Rohit Sharma – HD Original	Sept 26- Mar 27	Spot Buys	Sony TV	4500
Family Full House with Rohit Sharma – SD Repeat	Sept 26- Mar 27	Spot Buys	Sony TV	4500
Family Full House with Rohit Sharma – HD Repeat	Sept 26- Mar 27	Spot Buys	Sony TV	4500
Impact Show Sony SD	Sept 26- Mar 27	Spot Buys	Sony TV SD	1500
Impact Show Sony HD	Sept 26- Mar 27	Spot Buys	Sony TV HD	1500
Core Prime Time RODP SD	Sept 26- Mar 27	Spot Buys	Sony TV SD	1500
Core Prime Time RODP HD	Sept 26- Mar 27	Spot Buys	Sony TV HD	1500
Core Prime Time RODP SD	Sept 26- Mar 27	Spot Buys	SAB TV SD	1500
Core Prime Time RODP HD	Sept 26- Mar 27	Spot Buys	SAB TV HD	1500
Indian Idol - Original	Sept 26- Mar 27	Spot Buys	Sony TV SD	3600
Indian Idol - Original	Sept 26- Mar 27	Spot Buys	Sony TV HD	3600
Indian Idol - Repeat	Sept 26- Mar 27	Spot Buys	Sony TV SD	3600
Indian Idol - Repeat	Sept 26- Mar 27	Spot Buys	Sony TV HD	3600
Total FCT				41400

Value adds:

- The Mascot Face-Off:** A customised buzzer-based contest between two mascot families i.e., the “RBI Team” and the “Scammer Squad”. The Scammer Squad will demonstrate incorrect financial behaviour by falling for frauds, while the “RBI Team” which we will be the RBI Mascots (Money Kumar, Miss Money, Jr Money and mini money) will demonstrate safe banking practices. The activity will be followed by a short explanation of the relevant awareness message by the host, Shri Rohit Sharma. This integration will be undertaken 15 times.



- b. **Can the Audience Spot a Scam?:** An interactive activity for the studio audience called “RBI DRS (Dhoka Review System)” which is a play on the popular technology-based method used in cricket to help match officials check and correct on-field decisions called “decision review system”. During the activity, a real-life situation will be presented, and the audience will be asked to identify whether it is “Fraud or Fact”. After the audience responds, the correct answer will be displayed on the board. The host will then briefly explain the fraud and the precautions to be taken. This integration will be undertaken 30 times.
- c. **The Show Asks Questions to India:** Include RBI’s financial awareness messages within the main survey-based format of the show. Contestants will be asked game-show questions relating to safe banking practices and will have to identify the most common answers. For example, they may be asked to name the information that should never be shared, such as an ATM PIN or CVV number. The host will conclude the segment with the key awareness message. This integration will be undertaken 5 times.
- d. **Aston Bands:** A total of 50 Aston bands carrying RBI awareness messages will be displayed during the show.
- e. **Integrations in a Fiction Show:** Two integrations carrying RBI awareness messages will also be undertaken in a fiction show on Sony SAB.

B. Digital:

Deliverables			
Element	Classification	Property	Estd. Impressions
VIDEO Ads - Family Full House with Rohit Sharma - 2026, VOD	CTV	Mid rolls (30 sec)	20 mn
	Mobile	Mid rolls (30 sec)	15 mn
Hyper contextual association with relevant moment	Contextual aston band upto 5s	1 aston per episode	50
In show integrations	Sony TV – All integrations done in Sony TV to be carried out on Sony LIV with Graphics (Money kumar and Miss Money)		
Exclusive VOD	Branded opening slate with VO (upto 5sec)		1
	100% SoV on 1st Pre-roll* (upto 30sec)		Exclusive

**Important Dates**

Tender Start View Date: **Thursday, September 03, 2026 at 1200 hrs**

Bid Start Date: **Thursday, September 03, 2026 at 1200 hrs**

Bid Close Date: **Tuesday, September 08, 2026 at 1130 hrs**

Bid Opening Date and Time: **Tuesday, September 08, 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/8/26-27/ET/234**) 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