



DIGITAL MEDIA EMPANELMENT USER MANUAL

LIST OF THE REQUIRED DOCUMENTS

- ❖ Report of average monthly unique user count for last 6 months certified by website/ OTT/Digital Audio Platforms auditor
- ❖ 3PAS certificate engagement with CBC
- ❖ Upload Certificate to ensure that OTT/Digital Audio Platforms work owned and operated in India
- ❖ Incorporation certificate of the company/proprietorship
- ❖ Notarized certificate under name, signature and seal stating that information is correct on 100 rupees stamp (Sample File is provided in the form)
- ❖ Document for ensuring eligibility of being at least ONE year old and must be continuously in operation under the same name for a minimum of one year (On company letterhead) (Sample File is provided in the form)
- ❖ Upload Technical Bid(Sample File is provided in the form)
- ❖ Upload duly signed (each page sign & stamp) of Blank Tender Document which signifies acceptance of all tender documents. (Sample File is provided in the form)
- ❖ PAN Card
- ❖ GST Certificate

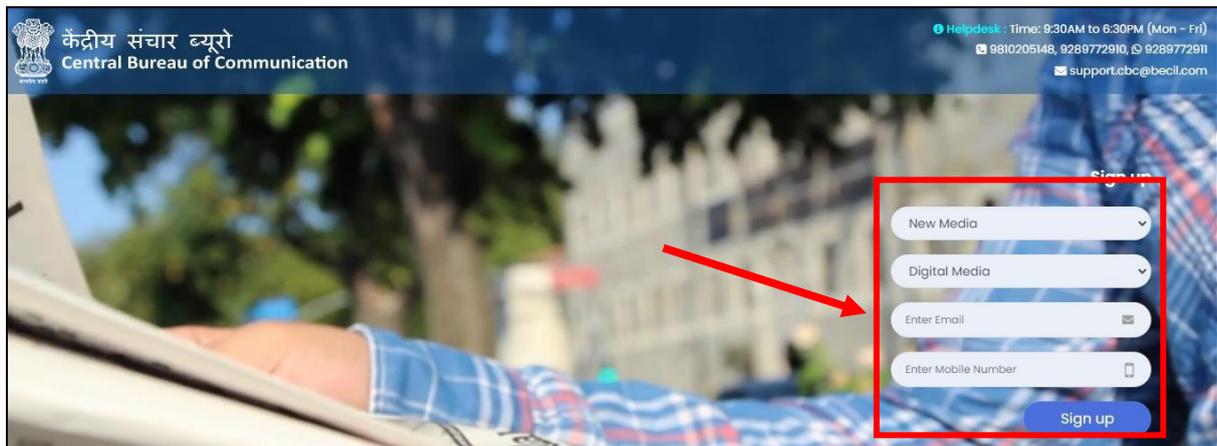
IMPORTANT INSTRUCTIONS:

- ❖ All the mandatory fields marked with * have to be filled.
- ❖ Do not use any special character while filing the form.
- ❖ All the documents should be uploaded in "**PDF**" format.
- ❖ Ensure that all information is entered correctly.
- ❖ Online processing fee of Rs10,000/- (ten thousand) as processing fee (non-refundable) through Bhartkosh . No other payment mode will be accepted.
- ❖ After submitting online form, physical submission of Documents are required at CBC.

REGISTRATION PROCESS

STEP 1: Click on “Fresh Empanelment Registration”

- Select the “**New Media**” option in the “**Select Vendor/Partner Category**”.
- Select the “**Digital Media**” option in the “**Select Wing Type**”.
- Enter “**Email**” and “**Mobile No**”.
- Click on “**Sign Up**” button.



STEP 2: You will receive OTP on both (Email and Mobile Number)

- Enter both received **OTP**
- Click on “**Submit**” button
- **Set your password**

(The best practice is to use a combination of numeric, special characters, uppercase and lowercase alphabets i.e Cental@01)

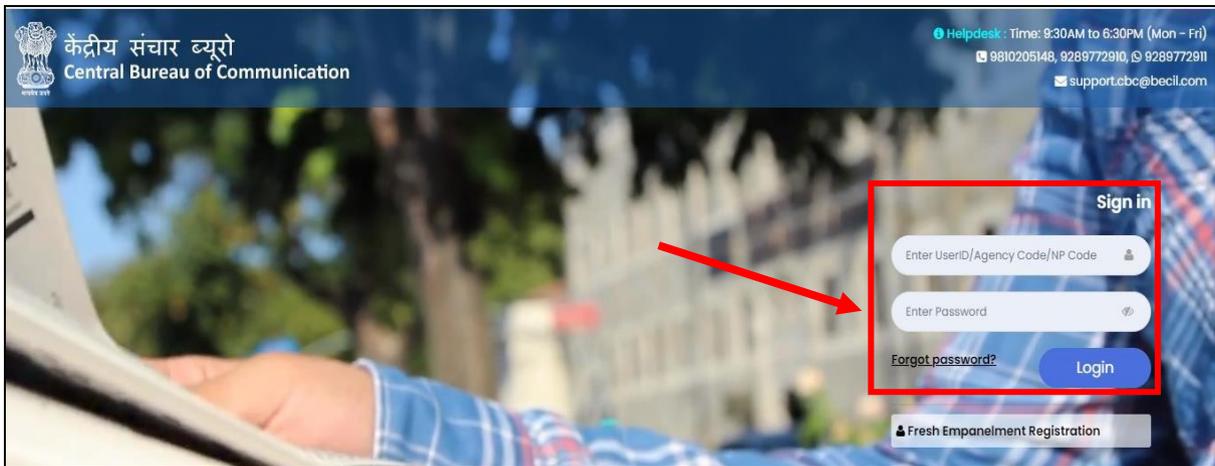


#NOTE: Once you have completed the registration, you will be notified via email and a 6-digit User Id which a combination of Alphanumeric will be sent to you.

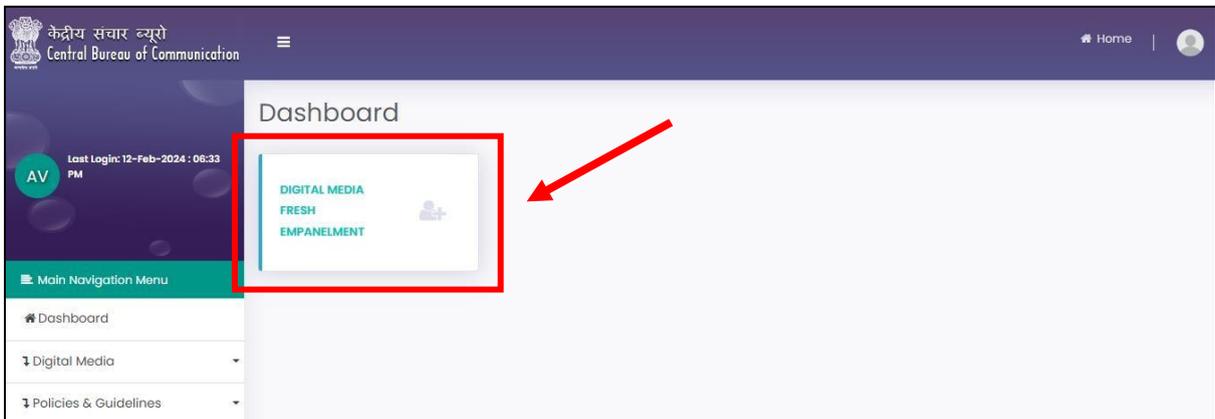
LOGIN PROCESS

Step 1: To log in

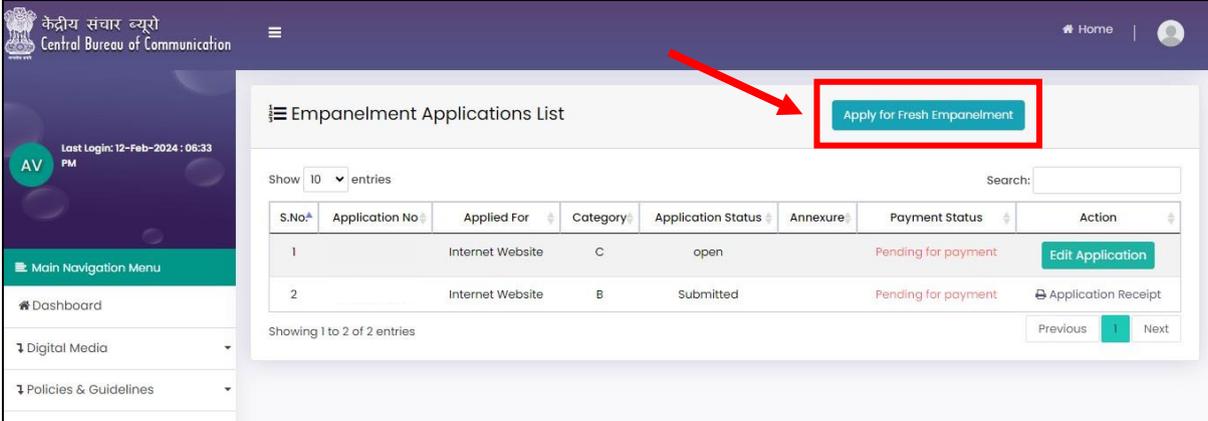
- Enter **User Id**
- Enter **Password**
- Click on "**Login**" button



Step 2: Click on “Digital Media Fresh Empanelment”

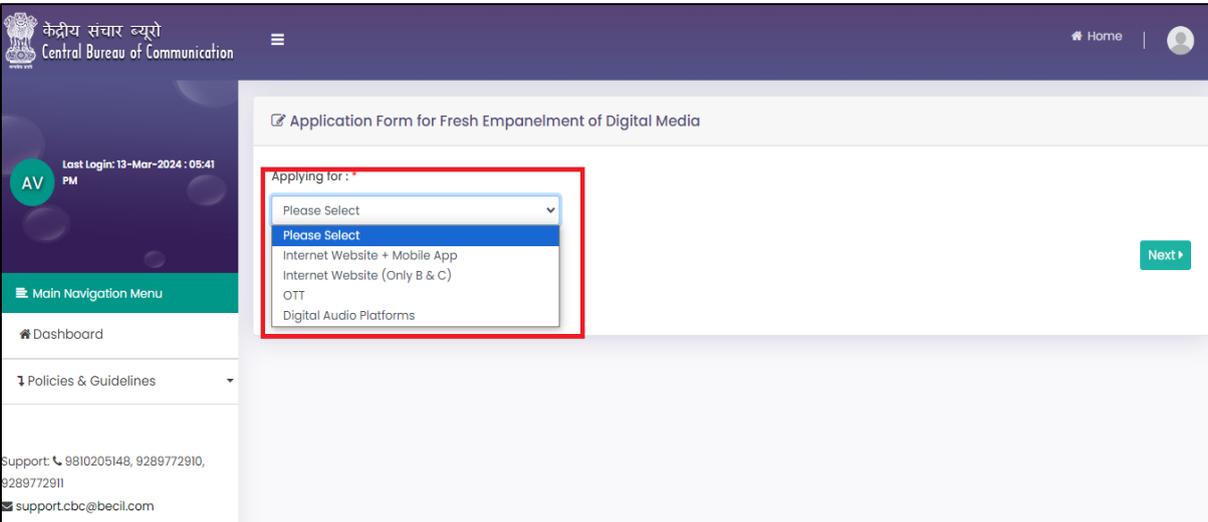


Step 3: Click on “Apply for Fresh Empanelment” and select the “applying for category”.



The screenshot shows the 'Empanelment Applications List' page. The header includes the Central Bureau of Communication logo and the user's name 'AV PM' with a last login time of '12-Feb-2024 : 06:33'. The main content area displays a table of applications with columns for S.No., Application No., Applied For, Category, Application Status, Annexure, Payment Status, and Action. A red box highlights the 'Apply for Fresh Empanelment' button, and a red arrow points to it from the left.

S.No.	Application No.	Applied For	Category	Application Status	Annexure	Payment Status	Action
1		Internet Website	C	open		Pending for payment	Edit Application
2		Internet Website	B	Submitted		Pending for payment	Application Receipt



The screenshot shows the 'Application Form for Fresh Empanelment of Digital Media' page. The header includes the Central Bureau of Communication logo and the user's name 'AV PM' with a last login time of '13-Mar-2024 : 05:41'. The main content area displays a form with a dropdown menu for 'Applying for'. The dropdown menu is open, showing options: 'Please Select', 'Internet Website + Mobile App', 'Internet Website (Only B & C)', 'OTT', and 'Digital Audio Platforms'. A red box highlights the dropdown menu, and a red arrow points to it from the left.

Step 4: Read all the instructions carefully.

Tick the box, select the category and click on the “Next” button.

➤ If applying for “OTT/Digital Audio Platforms (Choose Category A or B)”

Application Form for Fresh Empanelment of Digital Media

Applying for : *

OTT

Eligibility Criteria

The OTT* must be at least **ONE year** old and must be continuously in operation under the same name (OTT) for a minimum of one year. The period shall be calculated backwards from the date on which the OTT applies for empanelment with CBC.

OTT Platform

Category	Average Unique User Count per Month
A	2.5 Million +
B	0.5 - 2.5 million

I have read all the policy and guidelines and above eligibility criteria *

Document List

1. Documents in support of Para B.1 (i) of Digital Advertisement Policy 2023.
2. The OTT platform must report their average monthly Unique User (UU) count for the last six months, duly certified by the OTT application auditor/authorized representative of the entity.
3. Certificate of Incorporation as per para B.1 (vi) of Digital Advertisement Policy 2023.
4. Rates in financial bid proforma - Annexure - 3 as applicable.
5. Undertaking in the form of a certificate as per Para B.3 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per B.3 (i) and (ii) of Digital Advertisement Policy 2023.
6. Upload Blank Tender document
7. Upload Technical bid document
8. Application fees of Rs. 10,000/- per OTT platform (non-refundable)

Please Select

A

B

Please select

Next

Step 5: Fill all the required details and click on “Next” button.

Application Form for Fresh Empanelment of Digital Media

(Please mention atleast one Android App URL / IOS URL OR BOTH / कृपया कम से कम एक एंड्रॉइड ऐप यूआरएल/आईओएस यूआरएल का उल्लेख करें)

Digital Audio Platforms Android App URL/डिजिटल ऑडियो प्लेटफॉर्म एंड्रॉइड ऐप यूआरएल * <input type="text" value="Enter Digital Audio Platforms Android App URL"/>	Digital Audio Platforms IOS App URL/डिजिटल ऑडियो प्लेटफॉर्म आईओएस ऐप यूआरएल * <input type="text" value="Enter Digital Audio Platforms IOS App URL"/>	Genre of Audio Platform/ऑडियो प्लेटफॉर्म की श्रेणी * <input type="text" value="Select genre"/>
Language of Audio Platform/ऑडियो प्लेटफॉर्म की भाषा * <input type="text" value="Please Select"/>	Company name / कंपनी का नाम * <input type="text" value="Enter Company name"/>	Name as incorporated under company act/ कंपनी अधिनियम के तहत शामिल नाम * <input type="text" value="Enter name of owner company"/>

Contact Details

Details of (CEO/COO/MD)

Head Office

Name / नाम * <input type="text" value="Enter Name"/>	Designation/ पद का नाम * <input type="text" value="Select Designation"/>	E-mail ID / ईमेल आईडी * <input type="text" value="Enter Email"/>
Mobile No. / मोबाइल नंबर * <input type="text" value="Enter Mobile"/>	Phone No. / फोन नंबर * <input type="text" value="Enter Phone Number"/>	

Authorized Signatory

Contact Person Name / संपर्क व्यक्ति का नाम * <input type="text" value="Enter Name"/>	Designation/ पद का नाम * <input type="text" value="Enter Designation"/>	E-mail ID / ईमेल आईडी * <input type="text" value="Enter Email"/>
Mobile No. / मोबाइल नंबर * <input type="text" value="Enter Mobile"/>	Phone No. / फोन नंबर * <input type="text" value="Enter Phone Number"/>	

Same as Details of Authorized Signatory

Authorized Representative

Contact Person Name / संपर्क व्यक्ति का नाम * <input type="text" value="Enter Name"/>	Designation/ पद का नाम * <input type="text" value="Enter Designation"/>	E-mail ID / ईमेल आईडी * <input type="text" value="Enter Email"/>
Mobile No. / मोबाइल नंबर * <input type="text" value="Enter Mobile"/>	Phone No. / फोन नंबर * <input type="text" value="Enter Phone Number"/>	

Address of Registered Office		
Address / पता *	State / राज्य *	District / जिला *
<input type="text" value="Enter Address"/>	<input type="text" value="Select State"/>	<input type="text" value="Select District"/>
City / शहर *	Pincode / पिन कोड *	
<input type="text" value="Select City"/>	<input type="text" value="Enter Pincode"/>	
Date of Incorporation of the company/proprietorship / कंपनी के निगमन की तिथि *	Date of launch of Digital Audio platform (Digital Audio platform should be atleast 1 year Old) / डिजिटल ऑडियो प्लेटफॉर्म के लॉन्च की तारीख (डिजिटल ऑडियो प्लेटफॉर्म कम से कम 1 वर्ष पुराना होना चाहिए) *	Date from which the website/OTT/Digital Audio platform is in continuous operation/वह तारीख जब से वेबसाइट/ओटीटी/डिजिटल ऑडियो प्लेटफॉर्म निरंतर संचालन में है *
<input type="text" value="dd-mm-yyyy"/>	<input type="text" value="dd-mm-yyyy"/>	<input type="text" value="dd-mm-yyyy"/>
PAN no. / पैन नंबर *	Copy of Pan Card / पैन कार्ड *	GST No. / जीएसटी संख्या
<input type="text" value="Enter Pan No."/>	<input type="text" value="Choose file"/> <input type="button" value="Browse"/>	<input type="text" value="Enter GST No."/>
GST Certificate / जीएसटी प्रमाणपत्र	Average number of Unique User per month for last 6 months *	Is the website/OTT/Digital Audio platform India based / वेबसाइट/ओटीटी/डिजिटल ऑडियो प्लेटफॉर्म भारत आधारित है *
<input type="text" value="Choose file"/> <input type="button" value="Browse"/>	<input type="text" value="Enter unique user"/>	<input type="radio"/> Yes/हाँ <input type="radio"/> No / नहीं

Step 6: Upload all the required documents and click on “**Preview and Submit**” button.

(All documents should be in **PDF** format and should be **2MB** each)

Application Form for Fresh Empanelment of Digital Media

Physical submission of documents are also required at CBC.

**Note: (1) The financial bid document should not be uploaded on website or login portal.
(2) Upload documents only in PDF format. Maximum size of each document is 2 MB.**

Report of average monthly unique user count for last 6 months certified by website/OTT/Digital audio platform auditor / वेबसाइट/ओटीटी/डिजिटल ऑडियो प्लेटफॉर्म ऑडिटर द्वारा प्रमाणित पिछले 6 महीनों की औसत मासिक अद्वितीय उपयोगकर्ता संख्या की रिपोर्ट*

Choose file Browse Upload

3PAS certificate engagement with CBC(On Company Letter Head) / सीपीटीई के साथ 3PAS प्रमाणपत्र जुड़ाव * [Download Sample File](#)

Choose file Browse Upload

Upload Certificate to ensure that websites/OTT/Digital audio platform work owned and operated in India/यह सुनिश्चित करने के लिए प्रमाणपत्र अपलोड करें कि वेबसाइट/ओटीटी/डिजिटल ऑडियो प्लेटफॉर्म भारत में स्वामित्व और संचालित है *

Choose file Browse Upload

Notarized certificate under name, signature and seal stating that information is correct on 100 rupees stamp / नाम, हस्ताक्षर और मुहर के तहत नोटरीकृत प्रमाण पत्र जिसमें कहा गया है कि जानकारी सही है * [Download Sample File](#)

Choose file Browse Upload

Incorporation certificate of the company/proprietorship *

Choose file Browse Upload

Document for ensuring eligibility of being atleast ONE year old and must be continuously in operation under the same name for a minimum of one year (On company letter head) * [Download Sample File](#)

Choose file Browse Upload

Upload Technical Bid*

[Technical Bid](#)

Choose file Browse Upload

Upload duly signed (each page sign & stamp) of Blank Tender Document which signifies acceptance of all tender documents.(Max size allowed 10 Mb)*

[Sample for blank Tender Document](#)

Choose file Browse Upload

I affirm that all the information given by me is true and nothing has been concealed / मैं पुष्टि करता हूँ कि मैंने धारा दी गई सभी जानकारी सत्य है और कुछ भी छुपाया नहीं गया है*

← Previous
Preview & Submit →

Step 7: Upload Fill all the required details and click on “**Proceed**” button. Submit the application fees i.e Rs10,000/- .You will get the payment receipt on successful payment, which you can download.

Application Fees

If you are doing payment from Corporate Banking, Kindly wait for 7 days. Your payment status will be automatically updated after 7 days.

Payee address / विल भेजने का पता :-

Amount / राशि *	Email ID / ईमेल आईडी *	First Name / पहला नाम *
<input type="text" value="10000"/>	<input type="text" value="Enter Email ID"/>	<input type="text" value="Enter First Name"/>
Last Name / अंतिम नाम *	Mobile No. / मोबाइल नंबर *	Address / भेजने का पता *
<input type="text" value="Enter Last Name"/>	<input type="text" value="Enter Mobile"/>	<input type="text" value="Enter Address"/>
Pin Code / पिन कोड *	Country / देश *	State / राज्य *
<input type="text" value="Enter Pincode"/>	<input type="text" value="INDIA"/>	<input type="text" value="Select State"/>
City / शिटी *		
<input type="text" value="Enter City"/>		

Communication Address / शिपिंग पता :-

Same As Payee address / भुगतानकर्ता के पते के समान

First Name / पहला नाम *	Last Name / अंतिम नाम *	Mobile No. / मोबाइल नंबर *	
<input type="text" value="Enter First Name"/>	<input type="text" value="Enter Last Name"/>	<input type="text" value="Enter Mobile"/>	
Address / पता *	Pin Code / पिन कोड *	Country / देश *	
<input type="text" value="Enter Address"/>	<input type="text" value="Enter Pincode"/>	<input type="text" value="INDIA"/>	
State / राज्य *	City / शिटी *		
<input type="text" value="Select State"/>	<input type="text" value="Enter City"/>		

IMPORTANT NOTE:

A copy of the duly filled online application form should also be submitted physically along with the technical and financial bids within the stipulated time period to:

**Shri Sreerag M,
Deputy Director, Digital Media Wing, CBC
Room NO: 158(1st Floor),
Soochna Bhawan, CGO Complex,
Lodhi Road, New Delhi,110003**