



DIRECTORATE OF INCOME TAX
(PUBLIC RELATIONS, PUBLICATIONS & PUBLICITY)
6thFloor, Mayur Bhawan, Connaught Circus, New Delhi –110001

F.No.Pub-1(41)/PR,P&P/2025-26/977

Date: 20.01.2026

RFP for empanelment to multi-media agencies for empanelment year 2026-27

The Directorate of Income Tax (PR, P&P) empanels multi-media creative agencies for its own creative requirements for print, multi-media campaigns, conceptualization, designing, fabrication of lounges in trade fairs/tableaux for Republic Day Parade, printing and designing of calendars, books, brochures, pamphlets, diaries, creation of e-books/flip books, infographics, content writing, cover designing etc. For the purpose of empanelment of such multimedia creative agencies, the Directorate invites proposals from eligible agencies as per the following guidelines and terms & conditions.

2. The eligibility criteria **(Stage-I)** for Multi-media Creative Agencies are as under:
- (i) It should have experience of 2 years (i.e FY 2024-25 & FY 2025-26) of designing of creatives for print ads/creation of TVC/Radio Jingles/outdoor campaigns creatives/Web ads/designing & fabrication of Lounges in Trade Fairs/other events of repute/Tableaux for Republic Day Parade/handling Social Media requirements work of various Govt. Departments/Ministries, PSUs and other Govt. and semi-Govt. organizations/MNCs.
 - (ii) It should have a full fledged office with sufficient manpower in the city of New Delhi/NCR carrying out creative work like studio, scanning facilities, shooting & photography, workshop etc.
 - (iii) It should not be blacklisted by any Govt. Departments/Ministries, PSUs and other Govt. and semi-Govt. organizations/MNCs. Self-declaration to be provided by the bidder agencies on the stamp paper.
 - (iv) The minimum turnover of the agency should be Rs. 2.00 crore (each year) for the last two financial years other than the year in which the empanelment is being made.
 - (v) The bidder should have adequate qualified professionals to handle a multimedia/multi-lingual communication campaign.

3. **Selection Procedure:**

- a. The interested agencies may submit their respective technical bids as per RFP uploaded on <https://eprocure.gov.in/epublish/app> and Departmental website i.e. <https://incometaxindia.gov.in/Pages/tenders.aspx>. Technical bids will have to be submitted by the bidding agencies as per format provided in **Annexure-A**.
- b. The technical bids should be addressed to the ADIT (Publicity)-I and should be submitted

in Tender Box at Reception counter at 6th Floor, Mayur Bhawan, Connaught Circus, New Delhi. The last date for submission of proposals/technical bids is 09.02.2026 by 01.00 PM. The technical bids shall be opened on 10.02.2026 and 11.02.2026 at 12.00 PM in Conference Hall, 6th Floor, Mayur Bhawan, Connaught Circus, New Delhi.

c. The selection procedure will be conducted in two stages i.e. Stage-I and Stage-II.

(i) **Stage I will be the qualifying stage (details mentioned in para 2 above).** If the bidder agency does not qualify Stage-I, the agency will not be qualified to appear for Stage-II.

(ii) Also, the bidder agencies have to mandatorily fill **Annexure-A** enclosed with the RFP alongwith necessary documentary evidence in respect of the technical parameters specified in **Annexure-A**.

(iii) The stage-II will consist of 100 points as per criteria laid down in table below. Agencies which qualifies Stage-I will be invited for giving a PowerPoint presentation on 12.02.2026 & 13.02.2026 (only if required) on the theme "**New Income tax, 2025**".

(iv) The PowerPoint presentation and other criteria mentioned in Stage-II below will be evaluated by the Screening committee.

(v) Only those agencies which get 70 % or more (i.e. 70 points or more) in Stage-II will be eligible for empanelment.

(vi) **In order of the points obtained, beginning from the highest, will be shortlisted for selection, during the year including provisionally empanelled agencies as per para 8. The number of agencies to be empanelled will be decided by the Directorate.**

Stage II
Criteria of empanelment

S.No.	Particulars	Points
Stage-I(Max.Points40)		
I.	No. of creatives published in newspapers in respect Of Government Departments/PSUs/ MNCs in last two years	(Max.10 Points)
a.	Less than 5	0
b.	6-10	5
c.	11-15	7
d.	Above15	10
II.	No. of TVCs/Radio Jingles selected for broadcast / upload for Government Departments/PSUs/MNCs in last two years	(Max.10 Points)
a.	Lessthan2	0

b.	2-5	5
c.	6-10	7
d.	Above 10	10
III.	No. of years of experience of handling of Social Media work for Government/PSU/ MNCs	(Max.5 Points)
a.	0-1	0
b.	Above 1	5
IV.	No. of Lounges in trade fairs/other events of repute and Tableaux for Republic Day Parade/ designed and fabricated for Government Departments/PSUs/ MNCs in last two years	(Max.15Points)
a.	Lessthan1	0
b.	1-2	5
c.	3-5	10
d.	Above 5	15
V.	PowerPoint Presentation on the theme “New Income Tax Act,2025”	(Max. 60 Points)
a.	Communication Strategy-interaction/interview with core team members	15
b.	Print ad* (one option)	10
c.	Video upto 30-40 sec* (one option)	15
d.	Radio jingle upto 30-40 sec * (one option),	10
e.	Brochures (200 words) (two fold) on theme “New Income Tax Act,2025”	10
	Total	100 Points

**No shutter stock images and repetitive content/artificial content to be used in video, jingle and print creatives. Also, video, jingle and print creative will be made on the theme mentioned above.*

4. The empanelment would be valid till **31st March,2027**.
5. At the end of the empanelment year, fresh empanelment shall be made as per the procedure laid above.
6. In case of delay in completion of the empanelment process for the next empanelment year, the term of empanelment year may be extended by the ADG(PR, P&P) till the date on which next regular empanelment process is completed.
7. The empanelled agencies would be required to do the job/ work at the approved rate of CBC (earlier BOC) being enforced at that time. However, where the job/ work is undertaken through tender process, other than approved rate of CBC (earlier BOC), the rates quoted and approved after following the due tender process as per the guidelines laid down in GFR, 2017 shall be paid.
8. In view of the provisions of Rules mentioned in GFR, 2017, the committee may provisionally empanel any agency deemed to be fit, provided the agency satisfies the eligibility

criteria as mentioned in Para 2 above and also obtains the requisite 70% or more points as per the criteria for selection laid down in Para 3 above. The provisional empanelment would be valid only till the last date of that empanelment year or till the date on which next regular empanelment process is completed whichever is later.

9. The above-mentioned eligibility criteria may be changed or altered in order to suit the requirements of the Government from time to time.

10. Empanelment does not guarantee that any work will necessarily be provided to an agency so empanelled.

11. The agencies would be required to furnish their details alongwith necessary documentary evidence in **Annexure-A** which forms an integral part of the RFP.

12. Important timelines with respect to this RFP are as under:

i) Date of uploading of RFP	20.01.2026
ii) Pre-bid meeting	27.01.2026 (12.00 PM)
iii) Last date for submission of proposal	09.02.2026 (01.00 PM)
iv) Opening of Technical bid	10.02.2026 & 11.02.2026 (12.00 PM)
v) PPT by shortlisted bidders	12.02.2026 and 13.02.2026 (if required)

-Sd/-

(Awadhesh Kumar)
ADIT (Publicity)-I

Annexure-A

**Technical Bid for empanelment as multimedia agency with the
Directorate of Income Tax (PR, P&P)**

S. No.	Particulars	Remarks/details of documents to be attached
1.	Name of the agency	
2.	Full Address of the agency	
3.	Name of the Authorized Signatory	
4.	Name & address of the representative to whom all reference shall be made regarding this tender	
5.	(a) Telephone (b) Fax No. (c) E-mail (d) Mobile	
6.	Address of full-fledged office in New Delhi/NCR along with details of manpower/equipment/facilities available. (Please attach copy of latest EPF return in respect of Delhi/NCR office filed with the Provident Fund Authorities. For verification of equipment and facilities, please furnish a copy of fixed assets schedule attached with the latest balance sheet in respect of Delhi/NCR office.)	
7.	Details of annual turnover for the last two years (i.e. FY 2023-24 & FY 2024- 25) excluding the year in which empanelment is being made. (Please attach certificate from Chartered Accountant certifying Annual Turn Over)	
8.	Number of years of experience of designing of creatives for print ads/creation of TVC/Radio jingles/designing & fabrication of Lounges in trade fairs/Tableaux for Republic Day Parade/other events of repute/handling Social Media requirements work of various Govt. Departments/Ministries, PSUs and other Govt., semi-Govt. and MNCs	
9.	No. of creatives published in newspapers in respect of Government Departments/PSUs in last 2 years (FY	

	2024-25 & FY 2025-26)	
10.	No. of TVCs/Radio Jingles aired for Government Departments/PSUs/MNCs in last 2 years (FY 2045-25 & FY 2025-26)	
11.	No. of years of experience of handling of Social Media work for Government/PSU/ MNCs in last 2 years (FY 2023-24 & FY 2024-25)	
12.	No. of Lounges in trade fairs/other events of repute and Tableaux for Republic Day Parade designed and fabricated for Government Departments/PSUs/MNCs in last 2 years (FY 2045-25 & FY 2025-26)	
13.	Details of successful work orders executed for the Directorate of Income Tax (PR, P&P) during the last one year. (To be provided by already existing empanelled agency)	
14.	Registration of the agency with the competent authority for GST etc. as applicable.	
15.	Particulars of PAN	
16.	Copies of returns & Audit Reports of Income tax filed for the last two Assessment years i.e. AY 2024-25 & AY 2025-26.	
17.	Self-declaration to be provided by the bidder agencies on the stamp paper that they are not blacklisted by any Govt. Departments/Ministries, PSUs and other Govt. and semi-Govt. organizations/MNCs.	
18.	Whether the agency is willing to Undertake work orders as per the rates prescribed by CBC (earlier BOC).	

Please attach necessary documentary evidence in respect of the technical parameters specified above.

DECLARATION

I hereby certify that the information furnished above is true and correct to the best of my/our knowledge. I understand that in case, any deviation is found in the above statement at any stage; I/We will be blacklisted and will not have any dealing with the Department in future.

(Signature of Authorized Signatory with date and seal)