



NATIONAL BOOK TRUST, INDIA

Ministry of Education, Government of India

www.nbtindia.gov.in, Phone : +91 7827509622

NOTICE INVITING EXPRESSION OF INTEREST (EOI)

National Book Trust, India (NBT-India) is the Nodal Agency of the Ministry of Education, Government of India, responsible for promoting books and reading in India.

NBT-India is inviting EOI from Central Bureau of Communication (CBC) empanelled outdoor media agencies for displaying promotional material related to the New Delhi World Book Fair 2027 (16-24 January 2027).

For the application form and detailed terms and conditions, please visit our website at **www.nbtindia.gov.in**. The EOI is invited to be submitted from interested bidders at the address mentioned below up to 05:00 p.m. on or before 17th September 2026. In the future, any amendments/extensions for the submission of EOI will be uploaded on the above website.

The decision of the Director, NBT, India, on the empanelment of agencies and allocation of works shall be final and binding.

Address for submission of EOI:

Public Relations Department

National Book Trust, India

5, Institutional Area, Vasant Kunj, New Delhi – 110070

Email: **public-relations@nbtindia.gov.in, prnbtindia@gmail.com**

अभिरुचि की अभिव्यक्ति (ईओआई) आमंत्रित करने का नोटिस

राष्ट्रीय पुस्तक न्यास, भारत, शिक्षा मंत्रालय, भारत सरकार के अधीन नोडल एजेंसी है, जो भारत में पुस्तक एवं पठन को बढ़ावा देने के लिए उत्तरदायी है।

एनबीटी, इंडिया, केंद्रीय संचार ब्यूरो (सीबीसी) द्वारा सूचीबद्ध आउटडोर मीडिया एजेंसियों से आगामी नई दिल्ली विश्व पुस्तक मेला 2027, (16 से 24 जनवरी 2027) से संबंधित प्रचार-सामग्री प्रदर्शित करने हेतु अभिरुचि की अभिव्यक्ति (ईओआई) आमंत्रित कर रहा है।

आवेदन पत्र और विस्तृत नियम एवं शर्तों के लिए कृपया हमारी वेबसाइट **www.nbtindia.gov.in** पर जाएँ। इच्छुक बोलीदाताओं से 17 सितंबर, 2026 या उससे पहले नीचे दिए गए पते पर सायं 05:00 बजे तक ईओआई जमा करने के लिए आमंत्रित किया जाता है। भविष्य में ईओआई जमा करने के लिए कोई भी संशोधन/विस्तार उपरोक्त वेबसाइट पर अपलोड किया जाएगा।

एजेंसियों को सूचीबद्ध करने और कार्यों के आवंटन के संबंध में निदेशक, राष्ट्रीय पुस्तक न्यास, भारत का निर्णय अंतिम और बाध्यकारी होगा।

ईओआई के आवेदन जमा करने हेतु पता :

जनसंपर्क विभाग

राष्ट्रीय पुस्तक न्यास, भारत

5 इंस्टीट्यूशनल एरिया, वसंत कुंज, नई दिल्ली — 110070

ईमेल : **public-relations@nbtindia.gov.in, prnbtindia@gmail.com**



NATIONAL BOOK TRUST, INDIA
5 Institutional Area
Vasant Kunj, New Delhi – 110 070
www.nbtindia.gov.in
Phone: 91+7827509622

Document No. 56-5/2026-27/NBT-INDIA/OOH/PR

INVITATION FOR EXPRESSION OF INTEREST (EOI)

Subject: Submission of Bidding for Central Bureau of Communication (CBC) (Earlier known as DAVP) Empanelment of Outdoor Media Agencies for the New Delhi World Book Fair 2027 (16th to 24th January 2027).

1. INTRODUCTION

National Book Trust, India (NBT-INDIA), is an apex body under the aegis of Ministry of Education, Government of India. The National Book Trust, India to be organized **New Delhi World Book Fair 2027** from **16th to 24nd January 2027**.

NBT- India invites **Expression of Interest (EOI) for Empanelment of Outdoor Media Agencies** from empanelled agencies of CBC. Agencies from registered, reputed, Media companies/agencies with experience of major national/international Outdoor/OOH media campaigns with proven work experience with Government agencies for apply empanelment in order to take forward the National Book Trust, India campaigns with renewed focus.

NBT-India would like to utilize the services of a professional Outdoor Media Agency complete seamless 360° solutions. Applications are invited for EOI to empanel reputed agencies for conducting campaign through Outdoor media such as hoardings, bus/metro panels, kiosks, illuminated signage, display panels, auto hood wrap, taxi etc. The display is proposed to be implemented with the objective of increasing footfall and improving awareness amongst general public towards NDWBF, the world's largest B2C Book Fair. The applicant should be an empaneled agency of Central Bureau of Communication.

The detailed document for the EOI—including eligibility criteria for agencies, terms and conditions, and the proposal submission process—can also be downloaded from the NBT website at www.nbtindia.gov.in.

Duly filled-in application along with all supporting documents may be dropped in the “Tender Box” placed at the main gate of National Book Trust, India, 5 Institutional Area, Vasant Kunj, New Delhi-110070 in the sealed envelope which is superscribed with **“Expression of Interest for Outdoor Media Agencies”**.

NBT reserves the right to accept or reject any or all the offers at any stage of the process without assigning any reason thereof and no-dispute in this regard shall be entertained.

Advertisement/Invitation for Expression of Interest

1. The EOI has been uploaded on <https://www.nbtindia.gov.in>.

IMPORTANT DATES

Sl.No	Tender Schedule	Date and Time
1	Date of issuance/publishing of EOI	28 August 2026
2	Pre-Bid meeting at NBT-India Office	7 th September 2026 till 2:00 p.m.
3	Last Date for submission of Bids	17 th September 2026 till 5:00 p.m.
4	Date of opening of EOI	21 th September 2026 at 2:00 p.m

Tenderers or their authorized representatives may, if they so desire, be present during the opening of the Bids.

In the event of the last date specified for receipt and opening of the proposal being declared as a holiday for NBT-India, the due date for submission and opening of proposals will be the next working day followed by the declared holiday at the appointed time.

Bidders are requested to visit NBT- India website www.nbtindia.gov.in regularly before due date of submission for any probable corrigendum which could be uploaded subsequently against this EOI.

This EOI is not transferable.

The Director, NBT- India reserves the right to accept/reject any or all the Bids without assigning any reason thereof.

**Head
Public Relations
Email: prnbtindia@gmail.com**

ELIGIBILITY/QUALIFYING CRITERIA FOR AGENCIES

TERMS & CONDITIONS

The Agencies meeting the following minimum qualifying criteria are eligible to apply:-

1. The general period of display will be between **November 2026 to January 2027**. The actual date will be communicated at the time of work order. The display should be strictly put up for the time period as per the Release Order issued.
2. Each agency needs to provide the Central Bureau of Communication (CBC) letter under which it is empanelled and applicable for current period. **The name of the agency should match the Empaneled CBC letter.**
3. Certificate of permission for installation from SDMC/NDMC/MCD/Local Municipal Corporation etc., or any other govt. body should be enclosed.
4. Each agency should provide an **undertaking** stating that the agency is empanelled with DAVP and stating that in case there is any issue of permissions from Govt. for any site provided by the agency, then in that case the Agency (Your name) is solely responsible for clearing it. The National Book Trust, India will not be responsible in any manner.
5. The allocation of sites and jobs will be entirely within the rights of NBT - India and will be managed in accordance with the stated vision and objectives of the organization.
6. The payment against the invoice raised by the bidder will be subjected to the physical audit and monitoring by any Govt. agency, as desired by NBT, India.
7. Please ensure that the GST number of NBT-India and that of the bidder is clearly mentioned on the invoice submitted by it.
8. A Screening Committee will finalize the sites, as per NBT-India's requirements, objectives and parameters of NDWBF 2027. Their decision will be final and binding.
9. Only CBC rates of the sites as per the CBC letter will be followed. No commercial rate will be entertained.
10. The bidding firm/agency should not have been blacklisted /deregistered or debarred by any Govt. department/Institution during the last three years. An **Original Affidavit on Govt. Notary** that the bidding firm/agency has not been blacklisted or debarred by any Govt. department/Institution in the past should be attached.
11. The proposals should be complete in all respects as mentioned in this document. Incomplete proposals shall be summarily rejected.
12. **Each bidder needs to provide all photographs of the offer sites for NBT-India Campaign in print and MS Excel format in Pen Drive with the following details:**

Location	Media Type	Size	Photographs for reference	Link for google map geo tagging	Availability

13. NBT-India reserves the right to reject any or all the proposals without assigning any reason whatsoever.

14. The main sealed EOI/bids to be submitted should be superscribed with **“Expression of Interest (EOI) for Outdoor Media Agencies** and addressed to the Head (PR), National Book Trust, India, 5 Institutional Area, Vasant Kunj, New Delhi – 110 070 or should be dropped in the Tender Box at NBT, India Headquarters
15. The cover of the EOI should be sealed and/or properly superscribed duly sealed/ marked. NBT-India will assume no responsibility for misplacement of the Bid.
16. TDS & GST(TDS) shall be deducted as per rules.

17. Allocation of Work:

- a) NBT-India at regular intervals invites the empanelled agencies to submit comprehensive national media plans. NBT-India shall review from time to time the same to shortlist and approve the media plans submitted by the agencies and shall allot the work to the empanelled agencies corresponding to their approved media plans.
- b) NBT-India may at its discretion allocate work to more than one Agency at a time depending on the quantum, nature, and criticality of the work.
- c) Based on the non-performance of the agency, NBT-India shall have complete right to re-allocate the work to other empanelled agency.
- d) Mere empanelment with NBT-India does not guarantee the allocation of work.
- e) Payment will be made as per the work allocated by the NBT-India, which has been finally approved by the competent authority, who has assigned the job.
- f) NBT-India will from time to time assign work/campaign/task through issuance of work orders specifying the terms & conditions and details of expected work with the stipulated timeframe of execution.

18. Force Majeure

Neither party shall be in default if a failure to perform any obligation hereunder is caused solely by supervening conditions beyond that party's reasonable control, including acts of God, natural calamities, civil commotion, strikes, acts of terrorism, labour disputes, government or public authority's demands or requirements, etc.

☐ **I have read all the terms & conditions and I agree to abide by them.**

Date:

Place:

Authorised Signatory
Name of the Proprietor/Head of the Company-----
Name of the Agency-----
Address-----

Phone No.-----
Website:-----
E-mail:-----
Agency Stamp-----

Application Form

For Empanelment of Agencies (under CBC) for Outdoor Publicity Campaign through Hoardings, Bus/Train Panels, Kiosks, Metro Wrap, Illuminated Signage, Display Panels etc. for **NDWBF 2027**

Sl. No	Particulars	Details (mention the page nos./flag of the supporting documents)	Page Nos.				
1	Name of the Agency						
2	Year of Establishment						
3	Address of Registered Office						
4	Company profile						
5	Contact details of CEO/head of the agency						
6	Copy of 3 years' experience (2023-2024, 2024-2025 & 2025-2026) and work orders of similar job executed by the firm for Government of India, State Government, and other reputed organizations.						
7	Undertaking as per point 4 of Terms & Conditions (enclose copy of undertaking)						
8	Original Affidavit from Govt. Notary as per point no. 10 of Terms & Conditions (Annexure 'B')						
9	PAN No. (enclose copy)						
10	GSTN Registration Certificate (enclose copy)						
11	DAVP Registration Certificate (enclose copy)						
12	Details of Media available for advertising as per Annexure – 'A'						
13	Photographs of the offer sites for NBT-INDIA, India with size, google locations and google map tagging in Pen Drive						
	Location	Media Type	Size	Photographs for reference	Link for google map geo tagging	Availability	
14	Your Offer of sites to NBT-India (attached list)						
15	FOCs, if any						

☐ I have read all the terms and conditions.

Signature with stamp

ANNEXURE - B

Dated:

To

The Director
National Book Trust, India
5, Institutional Area Phase-II
Vasant Kunj,
New Delhi – 110 070

Ref.: EOI for DAVP Empanelment of Outdoor Media Agencies

Dear Sir,

We have carefully gone through the Terms & Conditions contained in the EOI No. ----
--- regarding **“DAVP Empanelment of Outdoor Media Agencies” for NBT-India
Publicity Campaign.**

I/We hereby declare that my/our company has not been debarred/blacklisted by any
Central/State Government/Public Sector Undertaking/Semi Government organizations
in India. I/We further certify that I/We am/are Authorised Signatory (ies) in my/our
company to make this declaration.

In accordance with the above I/We would like to declare that:

1. I/We have not been found guilty for offences under criminal laws or under any
criminal proceedings in India that may have an impact of affecting or
compromising the delivery of services as required under this assignment.
2. I/We are not blacklisted by any Central/State Government/Public Sector
Undertaking/Semi Government organizations in India.

The information provided in the EOI document is true and no false representation
has been made.

Yours faithfully,

(Signature of the Bidder)

Name:-----

Designation:-----

Company: :-----

Seal: -----

ANNEXURE-A

DETAILS OF MEDIA AVAILABLE FOR ADVERTISING

<u>Sl. No.</u>	<u>Media Details</u>	<u>Delhi/ NCR</u>
		Quantity
1.	LED Screen	
2.	Hoardings	
3.	Bus panels	
4.	BQS/Bus Stand Hoarding	
5.	Train/Coach panels/Railway Station/Station Outdoor Media	
6.	Metro Rail Panel/Display Board/Pillor Kiosks	
7.	Airport Advertising	
8.	Uni-poles	
9.	Auto Rickshaw Hood Wrap	
10.	Bus Wrap	
11.	Uber Car Wrap	
12.	Digital Signage	
13.	Malls Branding	
14.	Digital Cinema	
15.	Metro Train Wrap/Inside Pannel	
16.	Sign Board/Display Board	
17.	Public Utility	
18.	Metro Display Board	
19.	Cycle Shelter	
20.	Street Furniture	
21.	Rent Free Hoardings	
22.	Wall Panel	
23.	Digital Smart Board	
24.	Glass Door Panel	
25.	Information Panel	
26.	Others	

Note: Agencies are required to provide the information in above format only and also attach copy of CBC empanelled certificate against their sites

Signature with stamp