



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 body 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 (DAVP) empanelled outdoor media agencies for displaying promotional material related to various books-related events, which the New Delhi World Book Fair 2026 and National Book Fairs held throughout the year. These campaigns are expected to run in cities such as **Delhi/NCR, Mumbai, Lucknow, Nagpur, Pune, Sambalpur, Gorakhpur, Ahmedabad, North-East : Guwahati, Shillong, Imphal, Aizwal, etc.** for durations ranging from **2 weeks to 1 month between November 2025 and March 2026**, as per the organization's requirements.

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 pm on or before 28 October 2025. In the future, any amendments/extensions for submission of EOI will be uploaded on the above websites.

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)

राष्ट्रीय पुस्तक न्यास, भारत, शिक्षा मंत्रालय, भारत सरकार के अधीन एक शीर्ष निकाय है, जो भारत में पठन-पाठन को बढ़ावा देने के लिए उत्तरदायी है।

एनबीटी, इंडिया, केंद्रीय संचार ब्यूरो (डीएवीपी) द्वारा सूचीबद्ध आउटडोर मीडिया एजेंसियों से विभिन्न पुस्तक मेलों से संबंधित आयोजनों, जैसे नई दिल्ली विश्व पुस्तक मेला 2026 और राष्ट्रीय पुस्तक मेले, जो वर्ष भर आयोजित होते हैं; से संबंधित प्रचार-सामग्री प्रदर्शित करने हेतु अभिरुचि की अभिव्यक्ति (ईओआई) आमंत्रित कर रहा है। ये अभियान संगठन की आवश्यकताओं के अनुसार, नवंबर 2025 और मार्च 2026 के बीच 2 सप्ताह से 1 महीने की अवधि के लिए दिल्ली/एनसीआर, मुंबई, लखनऊ, नागपुर, पुणे, संबलपुर, गोरखपुर, अहमदाबाद, पूर्वोत्तर : गुवाहाटी, शिलांग, इंपाल, आइजोल, आदि शहरों में चलाए जाने की उम्मीद है।

आवेदन पत्र और विस्तृत नियम एवं शर्तों के लिए कृपया हमारी वेबसाइट www.nbtindia.gov.in पर जाएँ। इच्छुक बोलीदाता से 28 अक्टूबर, 2025 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 पर 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 इस्टीट्यूशनल एरिया, वसंत कुंज, नई दिल्ली – 110070

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



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

Document No. 56-3/2025-26/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 National Book Trust, India for PAN India region from November 2025 to March 2026.

1. INTRODUCTION

National Book Trust, India (NBT-INDIA), an apex body under the aegis of Ministry of Education, Government of India. The National Book Trust, India is likely to organize various events/book fairs and exhibitions throughout the year apart from the **New Delhi World Book Fair 2026** and at **multiple cities across India**.

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, is inviting **EOI for empanelment of Outdoor Media Agencies** for engaging in displaying/fixing promotional material in the following cities:

Name of the City	Tentative Duration
Delhi/NCR	10 to 18 January 2026
Mumbai	08 to 12 October 2025
Gorakhpur	01 to 09 November 2025
Ahmedabad	14 to 22 November 2025
Nagpur	22 to 30 November 2025
Pune	13 to 21 December 2025
North – East (Shillong, Imphal, Aizwal, Mizoram etc.	August 2025 to 31 March 2026

NBT-India would like to utilize the services of a professional Outdoor Media Agency for 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 several book fairs/events over Pan India. The applicant should be an empanelled agency of Central Bureau of Communication.

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	08 October 2025
2	Pre-Bid meeting at NBT-INDIA Office	14 October 2025 between 2:00 pm to 4:00 pm
3	Last Date for submission of Bids	28 October 2025 till 5:00 pm
4	Date of opening of EOI	29 October 2025 till 2:00 pm

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 tender.

This EOI is not transferable.

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

**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 2025 to March 2026**. 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 (DAVP) letter under which it is empanelled and applicable for current period. **The name of the agency should match the Empanelled DAVP 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 agency will be subjected to the physical audit and monitoring by a Govt. agency.
7. **Please ensure that the GST number of NBT-India and that of your company is clearly mentioned on the invoice submitted by the Agency.**
8. A Screening Committee will finalize the sites, as per NBT-India's requirements, objectives and parameters of NDWBF 2026 and others Book Fair/Exhibitions. 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. 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 criteria as mentioned in this document. Incomplete proposals shall be summarily rejected.
12. Each agency needs to provide all photographs of the offer sites for NBT-India Campaign with size, google locations, google map tagging in print format and in Pen Drive in following format:

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 the New Delhi World Book Fair 2026 and Multiple cities across India and addressed to the Head (PR), National Book Trust, India, 5 Institutional Area, Phase-II, 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 or marked. NBT-India will assume no responsibility for misplacement or premature opening of the Bid.

16. Allocation of Work:

- a) NBT-India at regular intervals invites the empanelled agencies to submit comprehensive national media plans. NBT-India shall review 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 or upon whose request the job has been assigned.
- f) NBT-India will from time to time assign work/campaign/task through issuance of work orders specifying the terms and details of expected work with the stipulated timeframe of execution.

17. 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 DAVP) for Outdoor Publicity Campaign through hoardings, bus/train panels, kiosks, illuminated signage, display panels etc. for **NDWBF 2026 and PAN India region from November 2025 to March 2026.**

Sl. No	Particulars	Details (mention the page nos./flag of the supporting documents)												
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 (2022-2023, 2023-2024 & 2024-2025) 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													
	<table border="1"> <thead> <tr> <th>Location</th><th>Media Type</th><th>Size</th><th>Photographs for reference</th><th>Link for google map geo tagging</th><th>Availability</th></tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	Location	Media Type	Size	Photographs for reference	Link for google map geo tagging	Availability							
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>	Delhi/ NCR	Lucknow	Mumbai	Gorakhpur	Ahmedabad	Nagpur	Pune	North - East
		1	2	3	4	5	6	7	8
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/Bus/Cab								
10.	Digital Signage								
11.	Malls Branding								
12.	Digital Cinema								
13.	Metro Train Wrap/Inside Pannel								

Contd./...

<u>Sl. No.</u>	<u>Media Details</u>	Delhi/ NCR	Lucknow	Mumbai	Gorakhpur	Ahmedabad	Nagpur	Pune	North - East
		1	2	3	4	5	6	7	8
14.	Sign Board/Display Board								
15.	Public Utility								
16.	Metro Display Board								
17.	Cycle Shelter								
18.	Street Furniture								
19.	Rent Free Hoardings								
20.	Wall Panel								
21.	Digital Smart Board								
22.	Glass Door Panel								
23.	Information Panel								
24.	Others								

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

Signature with stamp