

**PRASAR BHARATI
INDIA'S PUBLIC SERVICE BROADCASTER
DIRECTORATE GENERAL: DOORDARSHAN
CORPORATE MARKETING DIVISION
TOWER A, DOORDARSHAN BHAWAN
COPERNICUS MARG
NEW DELHI-110001**

File No: 3/2/2021-MPD/(E-94091)

Date: 8th April 2026

Subject: "Budgetary quote for Marketing Agency for the work as allotted

Budgetary quote from the industry is invited from the reputed **Marketing Agencies** (empaneled with CBC) on the proposed **Scope of Work** for marketing and promotional activities at Corporate Marketing Division Prasar Bharati. A copy of the detailed Scope of Work is enclosed herewith for reference.

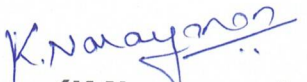
Prospective agencies are requested to provide their **budgetary quote on the Scope of Work** for carrying out the assigned marketing activities.

The response may be furnished through email by **30th April 2026** to the following address:

**The Dy. Director
Corporate Marketing Division
Room no.316
Tower A, Doordarshan Bhawan
Copernicus marg
New Delhi-110001**

Email: ddpr.prunit@gmail.com

Encl.: Scope of Work

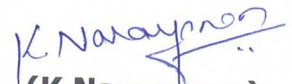

**(K. Narayanan)
Dy. Director
Corporate Marketing
DG:DD**

SCOPE OF WORK

Key deliverables from Multi Media Agency

Sr.no	Scope of Work	Annual Quote
1	Audience Research and Market Analysis	
2	Comprehensive Marketing Strategy	
3	Creative and Strategic inputs on content	
4	Strategies to grow audience across digital platforms	
5	Brand positioning	
6	Monitoring and performance Metrics	

The agency is expected to work for all channels of AIR & DD of Prasar Bharati, which will enhance the viewership and revenue. The quotes may be provided by the agency on annual basis, however, Prasar Bharati will release the payment on quarterly basis


(K.Narayanan)
Dy. Director

Part II - Description and essential details of Services required

Prasar Bharati, India's Public Service Broadcaster, operates All India Radio (**AIR**) and Doordarshan (**DD**).

AIR operates one of the largest radio networks in the world, while DD runs multiple television channels providing news, entertainment, educational and cultural programming across India.

With rapidly changing media consumption patterns and the growth of digital platforms, Prasar Bharati intends to engage a **professional marketing agency** to provide **strategic inputs and recommendations** to:

- Increase **viewership of DD channels**
- Increase **listenership of AIR services**
- Expand **digital reach and engagement**
- Suggest **content innovations and programming ideas**

The objective of this RFP is to select an agency that can:

1. Provide marketing strategy and audience growth recommendations
2. Suggest content formats and programming ideas
3. Identify new audience segments
4. Improve brand positioning of AIR & DD
5. Strengthen digital and youth engagement

The selected agency will undertake the following activities:

1 Audience Research and Market Analysis

The agency will:

- Conduct research on **current viewership and listenership trends**
- Analyse **audience preferences and media consumption behaviour**
- Study **regional and demographic audience segments**
- Identify opportunities to attract **youth and digital-first audiences**
- Benchmark AIR & DD with **private broadcasters and OTT platforms**

Deliverables:

- Audience segmentation report
 - Media consumption trends analysis
 - Gap analysis
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1. Creative and strategic inputs on content

Radio Content (AIR)

Suggestions for:

- Podcasts
- Music shows
- Youth talk shows
- Community programming
- Digital audio formats
- Formats for news broadcast in national and regional Channel

Television Content (DD)

Suggestions for:

- Fiction and non-fiction programming
- Documentaries
- Talent shows
- Regional and cultural shows
- Sports programming
- Children's content
- National and regional news

Deliverables:

- **Content innovation report**
 - **Program and news format recommendations**
 - **Content calendar suggestions**
 - **Regional channels recommendation**
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2. Comprehensive marketing strategy

Integrated Marketing Campaigns

- Television promotions
- Radio promotions
- Outdoor advertising
- Digital advertising
- 360 degree marketing plan

Cross Promotion

Strategies for cross promotion between:

- AIR stations
- DD channels
- Digital platforms

Deliverables:

- Marketing strategy document
 - Campaign plan
 - Media mix recommendations
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4. Strategies to grow audience across digital platforms

- YouTube
- Social media
- Mobile apps
- Podcast platforms
- OTT platform

Deliverables:

- Digital audience growth roadmap
 - Platform-specific strategies
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5. Brand Positioning

The agency will suggest ways to:

- Reposition AIR & DD as **modern public broadcasters**
- Improve **brand perception among younger audiences**
- Strengthen **trust and credibility**

Deliverables:

- Brand strategy document
- Communication framework

6. Monitoring and Performance Metrics

The agency will propose a framework for measuring success including:

- Viewership metrics
- Listenership growth
- Digital engagement metrics
- Campaign effectiveness

Deliverables:

- KPI framework
 - Performance monitoring system
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Deliverables

The selected agency will submit:

1. Audience Research Report
 2. Competitive Landscape Analysis
 3. Content Strategy and Program Suggestions
 4. Marketing & Promotion Strategy
 5. Digital Growth Strategy
 6. Brand Positioning Recommendations
 7. Implementation Roadmap with KPIs
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Based on a comprehensive understanding of the target audience in the different source markets and emerging markets, the Media Planning Agency will develop a detailed media strategy / plan recommending an optimal mix of media that includes online (Digital and Social), Television, Outdoor, Radio, Print and/ or any other for Long Term and Short Term Goals, Generic campaigns & Theme/ Event centric short campaigns.

The Media Planning Agency will advise on various aspects relating to Media Planning including:

(i) An overview of the existing situation and an effective plan on the way forward for the Campaigns, based on various market research analysis.

(ii) Identification of target priority markets, segments and audiences, rationale, approach, etc.

(iii) Selection and finalization of Media Vehicles [online (Digital and Social), Television, Outdoor, Radio, Print and/ or any other] for the different markets and segments, based on available media research/resources such as ComScore, Nielson, ABC, Statista, BARC, Listening tools, Expedia, Trip Advisor, IATA, UNWTO Barometer etc. on reach and impact.

(iv) Allocation of available budget to the different Media Vehicles in the different target markets based on various market research findings.

Selection and finalization of television channels, radio channels, print publications, websites & portals, Social Media platforms, outdoor sites, other innovative media, etc. in the identified target markets, for inclusion in the Media Plans

(vi) Product segmentation and use of appropriate creatives for the different markets and segments.

(vii) Most appropriate schedules for release of campaigns in different markets.

(viii) Effective use of web with innovative digital media vehicles.

The Media Planning Agency will submit all relevant research and impact studies/ reports, as detailed above for all mediums (Social Media, Digital, Outdoor, Print, OTT etc.) which have formed the basis of the Media Planning for the different media vehicles included in the Media Plan on regular basis.

The Media Planning Agency will submit a detailed campaign evaluation report to assess the reach and impact of the campaign and to ascertain if the objectives of the Media Plans have been achieved. This report will be submitted by the agency within a period of 6 weeks of completion of the Campaigns supported by findings of independent impact study.

The Media Planning Agency will have weekly interactions. Besides this the agency may be required to submit detailed presentations as and when required.

The Media Planning Agency will interact with the concerned officers to obtain inputs relevant to the Media Planning.

The Media Planning Agency will liaise with the Creative Agency(ies), Social Media Management Agency (ies), for effective merging of the media and creative strategies for the Media Campaigns.

The Media Planning Agency will liaise with the Media / Advertising Agencies/publishers executing and implementing the Media Campaigns. The agency will overall supervise the campaigns.

The Media Planning Agency will advise on the Domestic Campaigns /advertisements/Media Proposals on regular basis.

The Media Planning Agency will provide assistance / consultation in activating / undertaking promotional activities and advertising as and when they require.

Any other activity relating to the Media Planning and Media Strategy

The selected agency will work for one year from the date of reporting and the period may be extended for another one year based on performance.

The selected agencies team will work closely with DD & AIR programme and sales marketing team on day to day basis or as decided by the DD/AIR.

Eligibility Criteria:

1. Intending agency should be an independent legal entity, registered under the applicable Act in running business of cafeteria/canteen/food court etc. (Supporting Documents- Certificate of Incorporation under Company Act, 1956, Partnership Deed, Sole Proprietorship or any other relevant document.)
2. Intending agency should possess experience of successfully completing at least one contract for providing the Multimedia projects in the last three years.
3. Intending agency should possess PAN, and copy of GST registration certificate from appropriate authority.
4. The firm/company should never have been blacklisted by any of the Central/State Govt. Organization and no criminal case should be pending against the firm/company.
5. The intending agency should have no record of termination of contract by any Government department.
6. The annual turnover of the firm/company should be minimum 20 crores in last three consecutive financial year's i.e. 2019-20, 2020-21 & 2021-22