PRASAR BHARATI
(India's Public Service Broadcaster)
Central Archives: WAVES OTT
Akashvani Bhawan, Sansad Marg
New Delhi – 110001

No. N-11011/8/2025-Domestic Distribution Date: 28.09.2026

Subject: Seeking Industry Feedback on the proposed Expression of Interest (EOI) for Selection of Partner for International Distribution and Monetisation of Prasar Bharati's "WAVES" OTT Application through Telecom Operator Ecosystems & International Distribution Channels.

Prasar Bharati proposes to invite an Expression of Interest (EOI) from reputed and experienced legally valid entities registered in India, for appointment as a Strategic Partner for the international distribution and monetisation of Prasar Bharati's digital entertainment application, "WAVES", through telecom operator ecosystems and allied international distribution channels.

The draft EOI is enclosed for stakeholder consultation and for inviting feedback, suggestions and queries from prospective applicants and other interested industry stakeholders.

The Waves OTT platform represents Prasar Bharati's commitment to extending India's public service broadcasting mandate into the global digital arena, with a primary focus on serving the Indian Diaspora across the world. This EOI seeks to identify and shortlist qualified entities who possess the technical capabilities, commercial relationships, and market reach necessary to carry the Waves experience seamlessly to Indian communities settled across every continent, whether through telecom operator bundling, carrier billing integration, or direct app distribution partnerships.

Interested stakeholders may submit their comments, suggestions and queries on or before 05.10.2026 by 17:00 hrs through email or at the address given below:

Email: amittandon@prasarbharati.gov.in

Address:
Room No. 323
DG, Akashvani Bhawan, Sansad Marg
New Delhi – 110001

Telephone: 011-23466323 / 23466182

The feedback and inputs received during the consultation process may be considered by Prasar Bharati while finalising the EOI. Prasar Bharati reserves the right to accept, modify or not incorporate any suggestion received during the consultation process. Submission of feedback shall not confer any right or create any obligation on Prasar Bharati in relation to the proposed empanelment.

Encl.: Draft EOI

A. Tandon 28/09/26

(Amit Tandon)
DDG (Sales – OTT)

EXPRESSION OF INTEREST

— EOI —

For Selection of Partner for International Distribution
and Monetisation of Prasar Bharati's

"WAVES" OTT Application

through Telecom Operator Ecosystems & International Distribution Channels

FILE NO.: N-11011/8/2025-Domestic Distribution & Comp. No.: 306819	**Date of Issue** __ / __ / 2026
Issuing Authority Prasar Bharati (Broadcasting Corporation of India)	**Procurement Mode** e-Procurement | GFR 2017 Compliant
Nature of Engagement Strategic Partnership | Revenue Sharing Model	**Contract Duration** 2 Years + 1 Year (Extension)

Prasar Bharati (Broadcasting Corporation of India)

Prasar Bharati Secretariat, Copernicus Marg, New Delhi – 110001

Website: www.prasarbharati.gov.in | e-Procurement: prasarbharati.eproc.in

1. NOTICE INVITING EXPRESSION OF INTEREST

Prasar Bharati (Broadcasting Corporation of India), India's public service broadcaster, hereby invites an Expression of Interest (EOI) from reputed and experienced legally valid entities registered in India, for appointment as a Strategic Partner for the international distribution and monetisation of Prasar Bharati's digital entertainment application, "WAVES", through telecom operator ecosystems and allied international distribution channels.

The Waves OTT platform represents Prasar Bharati's commitment to extending India's public service broadcasting mandate into the global digital arena, with a primary focus on serving the Indian Diaspora across the world. This EOI seeks to identify and shortlist qualified entities who possess the technical capabilities, commercial relationships, and market reach necessary to carry the Waves experience seamlessly to Indian communities settled across every continent , whether through telecom operator bundling, carrier billing integration, or direct app distribution partnerships.

This EOI is issued without any commitment on the part of Prasar Bharati and does not constitute an offer of contract or a guarantee of subsequent tender. Prasar Bharati reserves the right to accept, reject, or annul this EOI process at any stage without assigning any reason.

2. ABOUT PRASAR BHARATI & THE WAVES PLATFORM

2.1 Prasar Bharati — India's Public Service Broadcaster

Prasar Bharati (Broadcasting Corporation of India) is India's public service broadcaster, constituted by Parliament under the Prasar Bharati (Broadcasting Corporation of India) Act, 1990. It operates its nationwide television and radio services through Doordarshan and Akashvani (All India Radio), respectively, along with DD Free Dish and an expanding portfolio of digital platforms and services.

Through its extensive network of Doordarshan Kendras, Akashvani broadcasting centres, satellite channels, radio services and digital platforms, Prasar Bharati provides news, information, education, entertainment and public-service programming in multiple languages and dialects to audiences across India and abroad. Its international outreach is supported through DD India, Akashvani's External Services and digital distribution platforms, serving overseas audiences including the Indian diaspora.

2.2 WAVES — Vision & Strategic Significance

WAVES OTT is Prasar Bharati's direct-to-consumer digital entertainment application, purpose-built to deliver curated, authentic Indian content to audiences in India and across the globe. The platform aggregates the best of Doordarshan's unmatched content library , spanning news, regional entertainment, cultural programming, films, live events and sports , and presents it through a modern, mobile-first streaming experience.

Prasar Bharati's strategic vision for WAVES is clear: to establish the platform as the definitive digital home for the Indian Diaspora worldwide. With over 32 million people of Indian origin residing outside India, spanning regions from the Gulf, Southeast Asia and Africa to Europe, North America and Oceania, there exists a vast, underserved and deeply loyal audience that actively seeks authentic Indian content. WAVES is positioned to serve this community, not as a commercial afterthought, but as a statement of cultural connection , a bridge between India and her people abroad.

The international strategy for WAVES is premised on two pillars: telecom operator partnerships and Play Store/App Store distribution. Of these, the telecom operator ecosystem represents the highest-impact, highest-reach channel. Carrier billing removes the friction of international payment methods; operator bundling unlocks mass subscriber acquisition; and operator marketing guarantees shelf visibility in markets where WAVES has no organic footprint yet. This EOI is therefore focused on identifying a partner who is not merely an aggregator but a seasoned international telco engagement specialist, capable of bringing WAVES into the active subscriber base of telcos serving Indian diaspora communities around the world.

3. GENERAL INSTRUCTIONS TO APPLICANTS

3.1 Access to EOI Documents

The complete EOI document, including all annexures, technical specifications and any corrigenda or addenda, is available for download free of cost from the following portals:

Portal	URL
PB e-Procurement Portal (Primary)	https://prasarbharati.eproc.in
Prasar Bharati Official Website	https://prasarbharati.gov.in/pbtenders
Central Public Procurement Portal	http://eprocure.gov.in

3.2 e-Portal Registration

Participation in this EOI is mandatory through the Prasar Bharati e-Tendering Portal. Applicants who are not already registered must obtain a User ID and Password by registering online on the portal. All documents and submissions must be in English and in legible, machine-readable format.

3.3 Technical Precautions & Submission Responsibility

Applicants are strongly advised to initiate and complete their submissions well in advance of the deadline. Neither Prasar Bharati nor its e-procurement service provider (C1 India Pvt. Ltd.) shall bear any responsibility for failures arising from internet connectivity issues, browser incompatibilities, digital signature certificate problems, system crashes, power outages or any other technical eventualities. No claims on this account shall be entertained. Corrigenda, addenda or amendments, if any, shall be published exclusively on the Prasar Bharati e-Procurement Portal.

3.4 Financial Instruments

Bid Security / Earnest Money Deposit (EMD), wherever applicable, shall be submitted in one of the following acceptable forms: Account Payee Demand Draft, NEFT/RTGS transfer, Fixed Deposit Receipt (FDR), Banker's Cheque or Bank Guarantee drawn from a scheduled commercial bank in India, in favour of PB, BCI, DG: DD/AIR, New Delhi. The soft copy of the EMD instrument must be uploaded on the e-tendering portal at the time of bid submission. Physical copies of bid documents, other than the EMD instrument, will not be accepted. EMD received after the tender opening date shall be summarily rejected.

3.5 Performance Security

The shortlisted agencies shall, at the RFP stage, submit a Performance Bank Guarantee (PBG) as specified in the RFP bid document. Further, upon finalisation of the RFP and issuance of the Letter of Award, the selected partner shall be required to furnish a Performance Security Deposit equivalent to the specified percentage of the contract value within thirty (30) calendar days. The Performance Security shall be in any of the forms specified in Clause 3.4 above and shall remain valid for the duration of the contract period, including any extensions. Reference: Ministry of Finance, Department of Expenditure Order No. F.9/4/2020-PPD dated 30.12.2021.

3.6 Integrity Pact

Where the estimated contract value exceeds ₹2 Crore, applicants are required to submit a duly signed Integrity Pact as part of their EOI submission. For contracts below this threshold, the Integrity Pact may be submitted unsigned.

3.7 GST Compliance

A valid GST Registration Certificate must accompany the EOI submission. Applicants must separately indicate the applicable HSN/SAC code, GST rate and tax amount for each service quoted. IGST and Compensation Cess (wherever applicable) shall apply on any import components. Non-compliance with GST declaration requirements may render the proposal liable for rejection. A valid PAN Card is also mandatory.

4. BACKGROUND, CONTEXT & OBJECTIVE

4.1 Strategic Context

The global Indian Diaspora represents one of the world's most cohesive, culturally connected and digitally active communities. Across 150+ countries, millions of Indians and persons of Indian origin seek to remain connected to their cultural roots through language, music, news and entertainment. Historically, this need has been only partially served — primarily through pirated content streams, grey-market DTH services, or fragmented YouTube channels.

Prasar Bharati recognises a unique opportunity: to establish WAVES as the official, trusted, high-quality digital platform for this audience — offering the breadth of India's public broadcasting content in a seamlessly accessible, legally distributed format. This is not merely a commercial endeavour. It is a strategic mission aligned with the Government of India's broader objectives around digital India, soft power projection and diaspora engagement.

4.2 The International Distribution Imperative

For WAVES to achieve meaningful penetration in international markets, the approach cannot be limited to organic app store downloads. The critical enabler is the telecom operator ecosystem. In most diaspora-rich markets , the Gulf, the UK, Southeast Asia, East Africa, the US, Canada and Australia , mobile operator bundling and carrier billing represent the dominant pathway to mass consumer adoption of digital entertainment services. Operators in these markets actively seek premium, differentiated content partnerships to reduce subscriber churn and enhance their entertainment value proposition. WAVES, backed by the authority and content depth of Prasar Bharati, is an extraordinarily compelling proposition for such operators.

Prasar Bharati therefore seeks a partner with existing, live commercial relationships with international telecom operators in key diaspora markets; a proven track record of deploying and scaling OTT content through operator channels; and the technical and commercial capability to negotiate and execute carrier billing, bundling and co-marketing arrangements on behalf of WAVES.

4.3 Objective of this EOI

The objective of this EOI is to identify and shortlist qualified entities capable of serving as Prasar Bharati's exclusive international distribution and monetisation partner(s) for the WAVES OTT application. The shortlisted entity(ies) will subsequently be invited to participate in a formal Request for Proposal (RFP) process, through which the final partner selection and contract award shall be made. This EOI does not constitute a guarantee of any subsequent award or contract. Exclusivity, if any, shall be defined on a market-wise and/or operator-wise basis and shall be subject to achievement of agreed performance benchmarks. Prasar Bharati reserves the right to appoint multiple partners across geographies and distribution channels in order to maximise reach and revenue

4.4 Eligibility for Participation in RFP Stage

Participation in this EOI is mandatory for consideration in the subsequent RFP stage.

- Only those applicants who submit their responses to this EOI and are found eligible based on the prescribed evaluation criteria shall be shortlisted / empanelled.
- The RFP for selection of partner(s) shall be issued only to such shortlisted / empanelled applicants. No entity other than those shortlisted through this EOI process shall be eligible to participate in the RFP stage.

- Prasar Bharati reserves the right to shortlist a limited number of applicants, based on evaluation criteria, technical suitability and strategic requirements.

5. SCOPE OF WORK

The appointed partner(s) shall be responsible for the end-to-end international distribution and monetisation of the WAVES OTT application across agreed target markets. The scope encompasses, but is not limited to, the following areas:

5.1 Telecom Operator Identification & Relationship Management

- Conduct a systematic mapping of international telecom operators in target markets, with priority given to regions with significant Indian diaspora populations — including but not limited to the GCC countries (UAE, Saudi Arabia, Qatar, Bahrain, Oman, Kuwait), United Kingdom, United States, Canada, Australia, Singapore, Malaysia, Kenya, Tanzania, Fiji and other Indian Ocean nations.
- Initiate, negotiate and execute commercial agreements with identified telecom operators for the distribution and promotion of the WAVES application within their subscriber bases.
- Manage ongoing operator relationships, including periodic performance reviews, contract renewals and dispute resolution.
- Identify and engage with Mobile Virtual Network Operators (MVNOs) and Internet Service Providers (ISPs) as supplementary distribution channels in markets where MNO penetration may be limited.

5.2 International App Distribution & Platform Management

- Manage WAVES' presence across global app distribution platforms — including Google Play Store and Apple App Store — for all international markets under the partnership scope.
- Ensure localised app store listings, metadata and creatives are optimised for each target market, including regional language support where applicable.
- Coordinate with Prasar Bharati's technical team for app updates, feature rollouts and regional compliance requirements.

5.3 Monetisation Architecture

- Design and implement a multi-tiered monetisation strategy encompassing carrier billing, operator bundling, direct subscription tiers and advertising-based revenue where appropriate.
- Negotiate and manage carrier billing integrations with telecom operators, enabling frictionless subscription payments charged directly to the subscriber's phone bill.
- Structure operator bundling arrangements where WAVES is offered as a value-add within the operator's existing data or entertainment packages.

- Establish clear revenue sharing frameworks in alignment with Prasar Bharati's financial objectives, ensuring timely collection, reconciliation and remittance of all revenues to Prasar Bharati.
- Explore and propose advertising revenue opportunities in markets where subscription penetration may be constrained by affordability factors
- Applicants shall indicate indicative commercial models, including proposed revenue share structures, minimum guarantees (if any), and cost responsibilities. Final commercial terms shall be determined at the RFP stage.

5.4 Marketing & Subscriber Acquisition

- Develop and execute market-specific go-to-market plans for WAVES, leveraging operator marketing channels including in-app promotions, SMS campaigns, bill inserts, operator store placement and co-branded advertising.
- Drive awareness and subscriber acquisition through targeted diaspora-community marketing, including digital advertising, social media campaigns and community partnerships in key diaspora markets.
- Manage all co-marketing initiatives with telecom operators, ensuring brand consistency and compliance with Prasar Bharati's brand guidelines.
- All marketing, branding and communication activities shall be undertaken in accordance with Prasar Bharati's brand guidelines and shall be subject to prior approval.

5.5 Technical Integration & Compliance

- Manage all technical integrations required for operator partnership deployment, including API integrations, single sign-on (SSO) frameworks, carrier billing middleware and analytics platforms.
- Ensure compliance with local data protection, consumer protection and broadcasting regulations in each country of operation.
- Maintain secure and reliable content delivery infrastructure for international markets, coordinating with Prasar Bharati's technology team on CDN and streaming quality requirements.
- Provide technical documentation and support to operator partners during integration and post-launch phases.

5.6 Reporting, Analytics & Governance

- Deliver monthly performance reports to Prasar Bharati covering: active subscriber counts, market-wise MAU data, revenue generated and collected, operator pipeline status, churn analysis and marketing spend efficiency.

- Provide quarterly strategic reviews covering market trends, competitive intelligence, upcoming operator opportunities and proposed strategic actions.
- Maintain transparent financial records and make these available to Prasar Bharati and authorised auditors upon request.
- Establish a dedicated Account Management team for the WAVES partnership, with a clearly designated single point of contact for Prasar Bharati.

5.7 Performance Benchmarks

The selected partner(s) shall be required to meet defined performance benchmarks, including but not limited to:

- Minimum number of telecom/operator partnerships to be operationalised within defined timelines
- Market-wise subscriber acquisition targets
- Revenue generation benchmarks
- Detailed KPIs and review mechanisms shall be defined at the RFP/Agreement stage.

5.8 Content Rights & Usage Restrictions

- All content rights shall remain exclusively with Prasar Bharati.
- The partner shall act solely as a distribution and monetisation facilitator.
- The partner shall not sub-license, distribute, or exploit content outside the WAVES platform without prior written approval of Prasar Bharati.
- Any additional distribution formats (e.g., FAST channels, telco TV environments) shall require explicit approval.

5.9 Technology & Integration Responsibilities

The roles and responsibilities relating to:

- API integrations
- Carrier billing integrations
- Platform modifications
- CDN and delivery infrastructure shall be mutually defined.

Applicants are required to indicate their proposed approach to cost sharing and implementation responsibility.

5.10 Implementation Strategy

Applicants may propose a phased market rollout strategy, prioritising key diaspora markets such as GCC, UK, Southeast Asia in Phase 1, followed by expansion into North America, Australia and other regions.

6. ELIGIBILITY CRITERIA

Applicants must fulfil all of the following eligibility criteria. Supporting documentary proof against each criterion is mandatory. Proposals that do not meet all eligibility criteria shall be summarily rejected prior to evaluation.

S. No.	Eligibility Criteria	Supporting Document(s) Required
1	**Legal Status:** The applicant shall be a legally valid entity registered in India, such as a Company registered under the Companies Act, 1956/2013, LLP, Partnership Firm or other legally recognised business entity.	Certificate of Incorporation/Registration and relevant constitutional documents.
2	**Relevant Business Experience:** The applicant shall be presently engaged in one or more areas relating to international distribution, OTT/digital media services, telecom ecosystem partnerships, digital content distribution, digital entertainment platforms, technology-enabled distribution, platform aggregation or allied digital businesses.	Organisational profile along with documentary evidence of relevant business activities.
3	**Demonstrable Relevant Experience:** The applicant shall have at least one demonstrable assignment, partnership, deployment, commercial engagement or body of work relating to international distribution, OTT/digital content distribution, telecom/operator partnerships, carrier billing, platform distribution, subscriber acquisition, digital monetisation or any allied activity relevant to the proposed Scope of Work.	Agreement/Work Order/Letter of Engagement/Client Certificate/Deployment details/publicly verifiable partnership or other suitable documentary evidence.
4	**Statutory Registration:** The applicant shall possess valid PAN and GST registration, as applicable.	Copy of PAN and GST Registration Certificate.
5	**GFR Compliance:** The applicant shall comply with the applicable provisions of the General Financial Rules (GFR), 2017, including Rule 144(xi), as amended from time to time.	Prescribed declaration and supporting documents, wherever applicable.
6	**Non-Blacklisting/Debarment:** The applicant shall not have been blacklisted, debarred or suspended by any Central/State Government Department, PSU, statutory authority or other Government organisation as on the date of	Self-declaration by the Authorised Signatory.

	submission of the EOI.	
7	**Regulatory Compliance:** The applicant shall undertake compliance with applicable laws and regulatory requirements relating to international digital distribution, data protection, intellectual property, taxation, consumer protection, telecom/operator integrations and other applicable country-specific requirements.	Undertaking/Self-declaration by the Authorised Signatory.
8	**Outstanding Dues:** The applicant should not have any undisputed outstanding dues payable to Prasar Bharati arising out of previous business transactions.	Self-declaration by the Authorised Signatory.
9	**Authorised Signatory:** The EOI and all accompanying documents shall be submitted by a duly authorised representative of the applicant.	Board Resolution/Power of Attorney/Authorisation Letter, as applicable.
10	**Submission of Prescribed Documents:** The applicant shall submit all mandatory documents, declarations and information prescribed under the EOI. Material non-compliance with the mandatory eligibility requirements may render the application liable to rejection.	Documents prescribed under the EOI/Submission Checklist.

7. EVALUATION & SCORING FRAMEWORK

7.1 Evaluation Process

Proposals submitted by eligible applicants shall be evaluated by a duly constituted Evaluation Committee. Evaluation at the EOI stage shall be limited to assessment of technical capability, international distribution experience, telecom ecosystem relationships, platform scale, operational capability and proposed business approach.

The commercial and financial inputs sought through this EOI are indicative and non-binding in nature and are intended solely to assist Prasar Bharati in formulating the subsequent RFP and commercial framework.

7.2 Scoring Criteria

EVALUATION PARAMETER	MAXIMUM MARKS
International Distribution / OTT / Digital Platform Experience	15
Existing International Telecom Operator / Content Distribution Partnerships	20
International Market Presence & Distribution Reach	10

EVALUATION PARAMETER	MAXIMUM MARKS
Scale of Existing OTT Platform / Monthly Active Users (MAU)	15
White-labelled OTT / Digital Platform Deployments	10
Proposed Business Model & Monetisation Framework	10
Proposed Rollout Strategy & Go-to-Market Approach	10
Team Strength, Leadership Capability & Presentation	10
TOTAL	100
MINIMUM QUALIFYING SCORE	**70 / 100**

A. International Distribution / OTT Experience (15 Marks)

Relevant Experience	Marks
2 years and above but less than 5 years	5
5 years and above but less than 10 years	10
10 years and above	15

B. Existing International Telecom Operator / Content Distribution Partnerships (20 Marks)

Live International Commercial Partnerships	Marks
Up to 3 partnerships	5
More than 3 and up to 7 partnerships	10
More than 7 and up to 10 partnerships	15
More than 10 partnerships	20

C. International Market Presence & Distribution Reach (10 Marks)

Countries with Operational Presence / Distribution Operations	Marks
Up to 3 countries	3
More than 3 and up to 7 countries	6
More than 7 countries	10

D. Scale of Existing OTT Platform / Monthly Active Users (MAU) (15 Marks)

Certified Peak Monthly Active Users (MAU)	Marks
10 lakh MAU and above	5
15 lakh MAU and above	10
20 lakh MAU and above	15

E. White-labelled OTT / Digital Platform Deployments (10 Marks)

Number of Deployments	Marks
1 Project	3
2 Projects	6

Number of Deployments	Marks
3 Projects	8
4 or more Projects	10

F. Proposed Business Model & Monetisation Framework (10 Marks)

Assessment Level	Marks
Outstanding	10
Very Good	8
Good	6
Satisfactory	4
Poor / Inadequate	0

Evaluation shall be based on:

- Revenue generation potential
- Commercial viability
- Monetisation framework
- Revenue sharing approach
- Scalability and sustainability

G. Proposed Rollout Strategy & Go-to-Market Approach (10 Marks)

Assessment Level	Marks
Outstanding	10
Very Good	8
Good	6
Satisfactory	4
Poor / Inadequate	0

Evaluation shall be based on:

- Market prioritisation
- Telecom operator engagement strategy
- Subscriber acquisition approach
- Marketing strategy
- Implementation roadmap

H. Team Strength, Leadership Capability & Presentation (10 Marks)

Assessment Level	Marks
Outstanding	10
Very Good	8
Good	6
Satisfactory	4
Poor / Inadequate	0

Evaluation shall be based on:

- Relevant experience of key personnel
- Understanding of assignment
- Quality of presentation
- Ability to respond to queries
- Demonstrated execution capability

7.3 Shortlisting

Applicants shall be evaluated and ranked based on the scores obtained under the above framework. Applicants securing a minimum score of 70 marks shall be considered for shortlisting. However, if fewer than five applicants secure the qualifying score, Prasar Bharati may shortlist the top five ranked applicants based on evaluation scores, subject to the quality and responsiveness of the proposals received. Prasar Bharati reserves the right to shortlist such number of applicants as considered appropriate based on quality of responses received and strategic requirements.

Subsequent RFP Process

The present EOI is intended for identification and shortlisting of capable agencies and for obtaining market inputs relating to international distribution and monetisation of WAVES OTT.

Only shortlisted applicants shall be eligible for participation in the subsequent RFP process, if issued by Prasar Bharati.

It is presently envisaged that the subsequent RFP may be evaluated through an appropriate Quality-cum-Cost Based Selection (QCBS) methodology. The detailed commercial framework, evaluation methodology, technical weightages, financial evaluation criteria and bid parameters shall be specified separately in the RFP document.

8. EOI SUBMISSION REQUIREMENTS

8.1 Mandatory Documents Checklist

The EOI submission must be complete in all respects. Incomplete applications shall be rejected without further reference to the applicant. The following documents must be submitted:

S.N.	Document	Reference
1	Covering Letter on applicant's official letterhead with table of contents of enclosed documents	Mandatory
2	Letter of Submission (duly signed and stamped)	Annexure I
3	General Declaration of Acceptance, Compliance & Clean Track Record	Annexure II
4	GFR Rule 144(xi) Compliance Declaration	Annexure III
5	Certificate of Incorporation / Registration and relevant constitutional documents	Eligibility Criterion 1

6	PAN Card and GST Registration Certificate, as applicable	Eligibility Criterion 4
7	Organisational Profile with documentary evidence of relevant business activities	Eligibility Criterion 2
8	Documentary evidence of at least one relevant assignment / partnership / deployment / commercial engagement	Eligibility Criterion 3 / Annexure IV
9	Details of International Telecom Operator / Content Distribution Partnerships, if any	Annexure V / Evaluation
10	Platform / Subscriber / MAU / Distribution Scale details, if applicable	Annexure VI / Evaluation
11	Detailed Proposed Approach & Strategy Document for WAVES	Evaluation
12	Relevant case studies / deployments supporting the capability claimed by the applicant	Evaluation
13	Regulatory Compliance Undertaking	Annexure II / Eligibility Criterion 7
14	Declaration regarding outstanding dues payable to Prasar Bharati	Annexure II / Eligibility Criterion 8
15	Power of Attorney / Board Resolution / Authorisation Letter authorising signatory	Eligibility Criterion 9
16	Integrity Pact, wherever applicable	GFR 2017
17	ISO or equivalent certification, if applicable	Supplementary

8.2 Submission Format & Compliance Standards

- All documents must be in the English language and in a legible, machine-readable format.
- Each page of the submission must be serially numbered and signed by the authorised signatory.
- Documents uploaded to the e-portal must cross-reference the relevant eligibility criterion or evaluation parameter. Against each criterion in the compliance statement, the applicant must indicate the page number of the supporting document.
- The EOI must be free from ambiguity, corrections or interlineations. Where corrections are unavoidable, they must be authenticated with the signatory’s initials.
- The EOI must be submitted through the Prasar Bharati e-Procurement Portal only. Submissions through post, fax, email or physical delivery shall not be accepted or considered.

- Any amendment or corrigendum to this EOI document will be published exclusively on the e-procurement portal. Applicants are advised to check the portal regularly until the submission deadline.
- The submission must include a point-wise compliance statement against each eligibility criterion and each component of the broad scope of services.

8.3 Mandatory Submission

Applicants shall submit a comprehensive proposal outlining their approach for international distribution and monetisation of the WAVES OTT platform. The objective of this submission is to enable Prasar Bharati to understand market dynamics, commercial models, operational frameworks and associated risks, and to accordingly structure the subsequent Request for Proposal (RFP).

The inputs provided at this stage shall be indicative and non-binding, and shall not be construed as final commercial commitments. Applicants shall, at a minimum, cover the following aspects in a structured manner:

a) Market Assessment & Rollout Strategy

- Target geographies and prioritisation
- Identification of key telecom/operator partners
- Estimated market potential and subscriber base
- Proposed market entry models (carrier billing / bundling / direct / hybrid)

b) Operator Engagement & Partnership Pipeline

- Existing / past / potential operator relationships
- Nature and status of engagements
- Typical partnership structures executed in similar markets

c) Indicative Commercial & Revenue Framework

Applicants shall provide indicative commercial structures, including:

- Revenue sharing approach across:
  - Telecom operator
  - Partner / intermediary
  - Prasar Bharati
- Indicative partner fee / commission structure
- Billing models (carrier billing / subscription / ad-based / hybrid)
- Feasibility of minimum guarantees (if any)

Inputs may be provided in illustrative formats, ranges or case-based examples.

d) Cost & Investment Responsibility Framework

- Indicative allocation of responsibilities for:
  - Marketing & promotion
  - Technology integration (billing/API/SSO)

- Platform localisation
- Operations & customer support

e) Technology & Integration Approach

- Proposed integration architecture
- Estimated timelines for deployment
- Approach towards infrastructure and platform dependencies

f) Regulatory & Compliance Considerations

- Indicative regulatory requirements across key markets
- Data protection / taxation / licensing considerations
- Any constraints impacting rollout

g) Marketing & Subscriber Acquisition Strategy

- Go-to-market approach
- Role of telecom operators vs partner vs platform
- Indicative acquisition models and cost considerations

h) Implementation Roadmap

- Phased rollout strategy across geographies
- Indicative timelines for launch and scale-up

i) Risk Assessment & Mitigation

- Key risks in international distribution
- Proposed mitigation strategies

In addition to the above, applicants are requested to propose any innovative models, partnership structures, monetisation approaches, technology solutions or market strategies that may enhance the global reach, adoption and revenue potential of the WAVES platform. This may include, but is not limited to:

- Alternative distribution channels (e.g., connected TV ecosystems, FAST platforms, super-app integrations, etc.)
- New monetisation models
- Strategic partnerships beyond telecom operators
- Any other approach not explicitly covered in this EOI

Prasar Bharati shall consider such proposals while structuring the RFP and reserves the right to incorporate, modify or disregard such suggestions as deemed appropriate. Non-submission of the minimum structured inputs as outlined above may render the proposal liable for rejection.

9. GROUNDS FOR DISQUALIFICATION

An application shall be liable to outright disqualification under any of the following circumstances:

- Submission not made in accordance with the procedure, format or timeline prescribed in this EOI document.
- Application received in incomplete form, with missing documents or unsigned annexures.
- Application received after the prescribed closing date and time on the e-portal.
- Material misrepresentation, incorrect or false information, whether provided accidentally, deliberately or otherwise, at any stage during the EOI process, tender evaluation or contract period including any extension thereof.
- Any attempt to influence the evaluation process through unlawful, corrupt or fraudulent means.
- Submission of multiple applications by the same entity, or discovery of common interests between two or more applicants.
- Non-response to Prasar Bharati's requests for clarification within the stipulated timeframe.
- Forfeiture of EMD and debarment from future Prasar Bharati tenders may additionally be imposed in cases of misrepresentation or fraudulent conduct, in addition to any applicable legal or contractual action.

10. KEY DATES & PROCESS TIMELINE

S.N.	Event / Milestone	Date / Details
1	Publication of EOI on e-Procurement Portal	*As notified on portal*
2	Last Date for Submission of Pre-Bid Queries	*As notified on portal*
3	Pre-Bid Meeting / Virtual Conference	*As notified on portal*
4	Publication of Pre-Bid Replies / Corrigendum	*As notified on portal*
5	Last Date and Time for EOI Submission	*As notified on portal*
6	Opening of EOI Submissions (Online)	*As notified on portal*
7	Presentations by Shortlisted Applicants	*As notified on portal*
8	Communication of Shortlisting Results	*Post-evaluation*
9	Issuance of Request for Proposal (RFP)	*Following shortlisting*

In the event of an unscheduled public holiday on the closing or opening date, the immediately following working day shall be treated as the prescribed date, with the notified time remaining unchanged.

11. PRE-BID MEETING

A Pre-Bid Meeting will be conducted prior to the submission deadline to address technical, commercial and procedural queries from prospective applicants. The date, time and mode (physical or virtual) of the Pre-Bid Meeting shall be notified on the Prasar Bharati e-Procurement Portal.

Applicants are strongly encouraged to submit their written queries in advance of the Pre-Bid Meeting through the e-procurement portal. Following the Meeting, responses to all qualifying queries shall be published as a Corrigendum on the portal, and shall form an integral part of the EOI document. Post-meeting requests and queries shall not be entertained.

12. GENERAL TERMS & CONDITIONS

- This EOI does not constitute an offer, contract or commitment of any nature on the part of Prasar Bharati.
- Prasar Bharati reserves the right to accept or reject any or all EOI applications, shortlist any number of applicants, cancel or annul the EOI process at any stage and proceed in any manner it deems fit, without assigning any reason therefore, without any liability to any applicant.
- All disputes, if any, arising from this EOI or any subsequent process shall be subject to the exclusive jurisdiction of courts in New Delhi, India.
- Applicants shall bear all costs associated with preparation and submission of their EOI, including documentation, courier, bank, translation and authentication charges. Prasar Bharati shall bear no liability in this regard, irrespective of the outcome of the process.
- Applicants shall not hold any claim against Prasar Bharati for pre-requisite information not available in the EOI document. It is the sole responsibility of each applicant to obtain all necessary market, technical and operational information independently.
- This EOI shall be governed by the General Financial Rules (GFR), 2017 as amended, the Prasar Bharati Procurement Policy and all applicable laws of India.
- PAN and GST compliance is mandatory. Entities found to be in default of statutory obligations shall be ineligible for contract award.
- Prasar Bharati reserves the right to verify all credentials submitted, at any stage before or after award. Discovery of false, incorrect or misleading information shall result in forfeiture of EMD, debarment and potential legal action.

ANNEXURES

All Annexures must be completed, duly signed by the authorised signatory and stamped with the official company seal before submission.

ANNEXURE I | LETTER OF SUBMISSION

Date: __ / __ / 2026

To,

The Competent Authority,

Prasar Bharati (Broadcasting Corporation of India),

Prasar Bharati Secretariat, Copernicus Marg,

New Delhi – 110001

Subject: Expression of Interest — International Distribution and Monetisation of WAVES OTT Application through Telecom Operator Ecosystems | File No.: PB/Digital/WAVES/INTL/EOI/2026

Dear Sir / Madam,

We, ____ (Name of Applicant), a legally valid entity registered in India under applicable law, bearing Registration / CIN / LLPIN / other Registration No. _________________, hereby submit our Expression of Interest in response to Prasar Bharati's EOI referenced above.

We confirm that:

- We have read, understood and accept all terms and conditions set forth in this EOI document;
- All information and documents submitted herewith are true, correct and complete to the best of our knowledge;
- We meet all eligibility criteria as stipulated in Section 6 of the EOI document;
- We have not been blacklisted, debarred or otherwise declared ineligible by any Government authority, public sector undertaking or recognised private body in India or abroad;
- We understand and accept that this submission does not create any right or entitlement to a subsequent contract, and that Prasar Bharati reserves the right to accept or reject this submission without assigning any reason.

We look forward to the opportunity to present our capabilities to Prasar Bharati and to contribute to the global reach of the WAVES platform.

Yours faithfully,

Authorised Signatory

Signature: ______________________________

Name: ______________________________

Designation: ______________________________

Date: ______________________________

Company Seal

(Official Seal)

ANNEXURE II | GENERAL DECLARATION OF ACCEPTANCE, COMPLIANCE & CLEAN TRACK RECORD

We, ____ (Name of Company), hereby solemnly declare that:

- We accept, without reservation, all terms, conditions and requirements set forth in EOI No. PB/Digital/WAVES/INTL/EOI/2026 issued by Prasar Bharati;
- We have not been blacklisted, debarred or suspended by any Central Government / State Government Department, PSU, statutory authority or other Government organisation as on the date of submission;
- All information, declarations and supporting documents submitted by us under this EOI are true, correct and complete to the best of our knowledge;
- We undertake to comply with all applicable laws and regulatory requirements relating to international digital distribution, data protection, intellectual property, taxation, consumer protection, telecom/operator integrations and applicable country-specific requirements.
- We do not have any undisputed outstanding dues payable to Prasar Bharati arising out of previous business transactions.

We understand that any misrepresentation in this Declaration shall render our application liable to rejection and may entail forfeiture of EMD, debarment and legal action.

Authorised Signatory

Signature: ______________________________

Name: ______________________________

Designation: ________________________

Date: ______________________________

Company Seal

(Official Seal)

ANNEXURE III | DECLARATION — COMPLIANCE WITH RULE 144(xi) OF GFR, 2017

We, ____ (Name of Company), hereby certify and declare that:

- We comply with the applicable provisions of Rule 144(xi) of the General Financial Rules (GFR), 2017, as amended from time to time;
- We shall submit the prescribed declarations, registration details and supporting documents, wherever applicable, to establish compliance with the said provisions;
- We undertake to promptly inform Prasar Bharati of any change in our status that may affect such compliance during the EOI / subsequent RFP process;
- All information and documents submitted by us in this regard are true and correct to the best of our knowledge.

We acknowledge that this declaration is subject to verification by Prasar Bharati and that any incorrect or false declaration may render our application liable to rejection and other action as applicable under the EOI and relevant rules.

Authorised Signatory

Signature: ______________________________

Company Seal

(Official Seal)

Name: ______________________________

Designation: _________________________

Date: _______________________________

ANNEXURE IV | RELEVANT EXPERIENCE / ASSIGNMENT DETAILS

(To be submitted by the applicant and signed by the Authorised Signatory)

Provide details of at least one demonstrable assignment, partnership, deployment, commercial engagement or body of work relevant to the Scope of Work, along with suitable documentary evidence.

S.N.	Assignment / Partner / Client	Nature of Work / Engagement	Country / Market	Supporting Document / Reference
1				
2				
3				
4				

The applicant may provide additional rows / sheets, if required. Documentary evidence may include agreements, work orders, letters of engagement, client certificates, deployment details, publicly verifiable partnerships or other suitable evidence.

Authorised Signatory

Signature: ______________________________

Name: ________________________________

Designation: __________________________

Company Seal

(Official Seal)

Date:

____

ANNEXURE V | DETAILS OF INTERNATIONAL TELECOM / CONTENT DISTRIBUTION PARTNERSHIPS

Provide details of relevant international commercial partnerships / contracts with telecom operators, content distribution platforms, ISPs, MVNOs or allied distribution partners, if any. No minimum number of partnerships is prescribed at the EOI stage; the information will be considered under the Evaluation & Scoring Framework.

S. N.	Partner / Client Name	Nature of Partnership	Country / Market	Contract / Engagement Period	Status / Supporting Reference
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

Note: Please attach documentary evidence, wherever available, such as contract extracts, letters of engagement, client certificates or other verifiable evidence. Proprietary or commercially sensitive information may be appropriately redacted.

Authorised Signatory

Signature:

____

Name:

____

Company Seal

(Official Seal)

Designation: ____________________________

Date: ___________________________________

ANNEXURE VI | PLATFORM / SUBSCRIBER / MAU / DISTRIBUTION SCALE DECLARATION

We, ____ (Name of Company), hereby provide the following details regarding our platform scale, subscriber / user reach and/or distribution footprint, as applicable, for evaluation under the EOI:

Platform / Service / Engagement Name	
Applicant's Role / Ownership	
Country / Market(s)	
Peak MAU / Subscriber Base / Distribution Reach	
Relevant Period / Month / FY	
Source / Verification Tool / Supporting Reference	
Remarks	

The above information is submitted for capability assessment only and does not constitute a minimum eligibility threshold. Where the applicant does not own an OTT platform, relevant subscriber reach, distribution footprint or platform scale achieved through partner / client engagements may be indicated with suitable supporting evidence. We understand that the information may be independently verified by Prasar Bharati and/or its authorised representatives.

Authorised Signatory

Signature: ___________________________________

Name: ___________________________________

Company Seal

(Official Seal)

Designation: ______________________________

Date:

____