



# MADHYA PRADESH CRICKET ASSOCIATION

Holkar Stadium, Race Course Road, Indore (Madhya Pradesh, India)

Email : secretary@mpcaonline.com

EOI ISSUE DATE | 13.04.2026

EOI DOCUMENT IS PROVIDED 'FREE OF COST' BY WAY OF DISPLAY ON MPCA WEBSITE

## EXPRESSION OF INTEREST

### EMPANELMENT OF ADVERTISING COMPANY / PUBLICITY AGENCIES

ISSUED BY

HON. SECRETARY

MADHYA PRADESH CRICKET ASSOCIATION

THROUGH

PURCHASE COMMITTEE OF MPCA

## INDEX

Sr. No	Particulars	Page No.
1	Introduction	2
2	Data Sheet	2
3	Eligibility Conditions	2
4	Scope of Work	3
5	General Terms & Conditions	3
6	Terms for Payment	4
7	Documents to be submitted with the offer	4
8	Annexure I	6
9	Annexure II	7
10	Annexure III	8
11	Annexure IV	13

## 1. INTRODUCTION :

Madhya Pradesh Cricket Association (MPCA) is a renowned sports body in Madhya Pradesh, having its office located at Holkar Stadium, Race Course Road, Indore 452 003.

MPCA invites expression of interest for empanelment from technically competent and experienced advertising / publicity agencies for extending professional service in the areas of designing and publication of Newspaper advertisements and such other advertising / publicity medium on 'as and when required' basis.

Desirous parties are requested to kindly respond by submitting detailed proposal as required under this EOI.

## 2. DATA SHEET

1	NATURE OF EOI/RFP/RFQ	EMPANELMENT OF ADVERTISING / PUBLICITY AGENCIES
2	CONTRACTING AUTHORITY	HON. SECRETARY, MPCA
3	ADDRESS OF THE CONTRACTING AUTHORITY	MADHYA PRADESH CRICKET ASSOCIATION, HOLKAR STDAIUM, RACE COURSE ROAD, INDORE 452 003 TEL : 0731 2543602 EMAIL : secretary@mpcaonline.com
4	AVAILABILITY OF EOI/RFP/RFQ DOCUMENT ON WEBSITE OF MPCA	FROM : 13.04.2026 TO : 16.04.2026
5	ADDRESS FOR SUBMISSION OF RESPONSE	MADHYA PRADESH CRICKET ASSOCIATION, HOLKAR STDAIUM, RACE COURSE ROAD, INDORE 452 003
6	LAST DATE FOR SUBMISSION OF RESPONSE AT MPCA OFFICE / EMAIL	By 20.04.2026 – 5:00 PM EMAIL : secretary@mpcaonline.com
7	VALIDITY OF OFFER	THE OFFER SHOULD REMAIN VALID FOR A PERIOD OF 60 DAYS FROM THE LAST DATE OF SUBMISSION OF THE OFFERS AS REFERRED ABOVE.
8	OTHER REFERENCE / TERM USED FOR CONTRACTING AUTHORITY	MPCA
9	OTHER REFERENCE / TERM USED FOR OFFERER	AGENCY
10	FOR ANY ASSISTANCE FROM MPCA, PL CONTACT	MR. NITIN BATRA, (FINANCE) (98268 65314) (BETWEEN 12.00 NOON TO 6.00 PM ONLY)

## 3. ELIGIBILITY CONDITIONS:

In order to become eligible for consideration of the offer, the agency should have the following:-

- 3.1 Registered office / City Office located at Indore, Madhya Pradesh.
- 3.2 Agency should be preferably registered under GST for business of advertising / publicity service.
- 3.3 Agency should have valid Income Tax Registration (PAN).
- 3.4 Preference shall be given to agency having INS accreditation for a minimum period of three years and valid as on date.

- 3.5 Agency should have gross annual receipts from newspaper advertisement / publicity works for an average of Rs. Two Crore for each of the FY 2023-24, 2024-25 and 2025-26.
- 3.6 Agency should have atleast three regular and reputed clients from Government / Semi Government / PSU / private sector / semi private / autonomous bodies availing newspaper advertisement / publicity from the agency during each of FY 2023-24, 2024-25 and 2025-26. Regular client shall mean that such body has availed service from the agency for atleast 3-4 advertisement / publicity opportunities during each FY.

**4. SCOPE OF WORK : As per Annexure- I**

**5. GENERAL TERMS AND CONDITIONS:**

- 5.1 MPCA will be empanelling multiple agencies. Quotations / Offers / Estimate shall be invited from such empanelled agencies whenever any requirement of advertisement / publicity arises. However, if need be, MPCA may release advertisement directly without routing them through the empanelled advertising agencies. As of date, the quantum of MPCA advertisement through the medium of 'Newspaper' is maximum and hence this EOI predominantly covers this category of requirement.
- 5.2 This Empanelment would not in any way mean that MPCA would be paying any retainerhip fee or monthly consultancy charges or any other form of remuneration to the empanelled agencies.
- 5.3 The empanelled agency will be responsible to provide quotation / offers / estimates for the requirements of MPCA from time to time. While any occasional rejection to arrange for publication of advertisement as per the work order given by MPCA for any acceptable reasons is admissible, frequent denial of providing quotation / offers / estimates or publishing the advertisement as per the work order may lead to delisting of such agency from the panel.
- 5.4 The period of empanelment of agency would be for two years from the date of issue of acceptance letter by MPCA, subject to periodical review. The empanelment may be extended for another two years on the basis of satisfactory performance with mutually agreeable commercial terms.
- 5.5 MPCA reserves the right to negotiate the financial terms / other conditions with any/all agencies if required.
- 5.6 There is no requirement of the agency being present while opening of the submissions. The decision of MPCA shall be final and binding.
- 5.7 MPCA reserves the right to reject any or all offers without assigning any reasons.
- 5.8 The empanelment may be terminated without any notice on part of MPCA at its own discretion without assigning any reason thereof.
- 5.9 MPCA does not put any limit on the minimum or maximum number of offers to be received in response to the EOI. Even single offer may be considered if it meets the evaluation criteria expressed in offer document and is not in conflict with any other rules, regulations or policy of MPCA. As such, the process is not vitiated in case of single offer.

5.10 Submission against this document should be strictly in the enclosed format along with supporting documents. Documents should be either typed / legibly hand written with ink. Use of pencil is strictly prohibited. Conditional, vague or incomplete submission will not be accepted. Canvassing of any kind, direct or indirect, shall lead to disqualification of the offerer.

## **6. TERMS FOR PAYMENT:**

**6.1** The invoice for any service to MPCA shall be in the name of the authority as directed by MPCA from time to time. Invoice should mention the billing components (basic tariff, taxes & levies etc), and should accompany a copy of the booking order / email duly issued by authorized official of MPCA.

**6.2** Ordinarily, payment against invoice will be made within 15-21 days of submitting of the invoice, and by cheque/bank transfer only.

## **7. DOCUMENTS TO BE SUBMITTED WITH THE OFFER -**

### **7.1 Envelope A should contain the following documents -**

- i. A letter on the letterhead of the agency declaring the 'Expression of Interest' by acceptance of all terms and conditions as prescribed in this EOI document under the seal of the agency with dated signature of the authorised signatory.
- ii. A letter on the letterhead of the agency declaring the authorised person to conduct the process of EOI on behalf of the agency.
- iii. A copy of EOI document duly signed and seal imprint on all pages.
- iv. Self declaration of the parameters prescribed in **ANNEXURE 'II'**
- v. Self attested Photo Copy of the ownership certificate.
- vi. Self attested Photo Copy of GST Registration certificate in the name of registered owner.
- vii. Self attested Photo Copy of PAN certificate in the name of registered owner.
- viii. Self attested Photocopy of Trade License issued by local authority like Gumasta and Nagar Nigam License.
- ix. Declaration to the extent that the agency is not black-listed / prohibited by any of its earlier clients who have availed similar service from the agency. If any, kindly specify in detail.
- x. Declaration to the extent that there are no investigation / scrutiny / cases etc. against the agency by any government agency for non-performance of work within ethical / lawful framework, and that no such matter of fraudulent service is pending before any Indian agency. If any, kindly specify in detail.
- xi. Declaration to the extent that the offeror has perused the 'Conflict of Interest' rules and that the offeror is not being in contravention of the Conflict of Interest Rules OF MPCA / BCCI. ... **ANNEXURE 'III'**

### **7.2 Envelope B should contain properly filled Annexure IV on the letterhead of the agency -**

### **7.3 Both the envelope (A and B) should have the following text written -**

EXPRESSION OF INTEREST - EMPANELMENT OF ADVERTISING / PUBLICITY AGENCIES

NAME & CONTACT DETAILS OF THE OFFERER

7.4 **Both the envelopes ('A' and 'B') should be packed in another envelope which should have following text written -**

EXPRESSION OF INTEREST - EMPANELMENT OF ADVERTISING / PUBLICITY AGENCIES

Envelope 'A' and 'B'

NAME & CONTACT DETAILS OF THE OFFERER

7.5 **LAST DATE FOR SUBMISSION OF OFFER : 20.04.2026**

ISSUED BY

HON. SECRETARY

MADHYA PRADESH CRICKET ASSOCIATION

HOLKAR STADIUM, RACE COURSE ROAD

INDORE 452 003

**MPCA EOI ~ EMPANELMENT OF ADVERTISING / PUBLICITY AGENCY**

**ANNEXURE I**

## SCOPE OF WORK

### Primary:

1. Production of creative for any type of advertisement / publicity material on the basis of content (multi-lingual) as provided by MPCA.
2. Extending advice to MPCA in respect of the most suitable category of advertisement section / location (page no.), special offers etc. for most advantageous outcome of any advertisement desired by MPCA.
3. Publication of approved advertisements (like NIT, EOI, Public Notice, etc.) in the newspapers as instructed by MPCA.
4. Providing print copy of the medium where any advertisement / publicity material is published/displayed.

### Ancillary:

1. Buy space/time/slots on most competitive rates from TV or Radio channels/stations and other innovative media/platforms on cost effective rates.
2. Production of creative for any type of advertisement / publicity material on TV / Radio on the basis of content (multi-lingual) as provided by MPCA.
3. PR/Media Relations and Management.
4. Advertisement in Social Media Platform.

The above is an indicative and not an exhaustive list of services desired.

**MPCA EOI ~ EMPANELLMENT OF ADVERTISING / PUBLICITY AGENCY****ANNEXURE II****INFORMATION & DETAILS IN RESPECT OF THE AGENCY**

<b>Sr. No</b>	<b>Particulars</b>	<b>Details</b>
1	Name of the agency	
2	Address of the registered office (located at Indore)	
3	Rights of office premise	Ownership / Lease or rental
4	GST No.	Self attested photocopy of certificate to be attached
5	PAN	Self attested photocopy of certificate to be attached
6	INS accreditation details	First year of accreditation : _____ Self attested photocopy of certificate to be attached
7	Trade License issued by local authority like Gumasta and Nagar Nigam License.	Self attested photocopy of certificate to be attached
8	Information about annual receipts from newspaper advertisement / publicity works for an average of Rs. Two Crore for each of the FY 2023-24, 2024-25 & 2025-26.	Certificate from Chartered Accountant
9	3 regular clients from Government / Semi Government / PSU sector private sector / semi private / autonomous bodies who have procured service from the agency for atleast 3-4 advertisement / publicity opportunities during each of the FY 2023-24, 2024-25 & 2025-26.	Name of the client, contact details of key-person, and any subsidiary document to establish the information desired.
10	Number of advertisements and value of advertisement booked through the agency during FY 2024-25 in following newspapers (any type of ad. / any city or all editions) DainikBhaskar DainikNaiduniya DainikPatrika DainikJagran Times of India Indian Express	Self declaration

**SIGNATURE OF THE AUTHORISED SIGNATORY****SEAL**

**MPCA EOI ~ EMPANELLEMENT OF ADVERTISING / PUBLICITY AGENCY**

**ANNEXURE III**

**UNDERTAKING**

(CONFLICT OF INTEREST DECLARATION)

*(as per provision no. 39A-2-B of MPCA constitution as amended on 15.9.2019)*

I, WE \_\_\_\_\_

wish to participate in the EOI / RFP / RFQ / Tender (etc.) of MPCA for the following

I/WE hereby undertake that :

- A) I/WE do not have any conflict of interest as defined in the Constitution of MPCA (*provision no. 39A-2-A*) and/or the Constitution of Board of Control for Cricket in India i.e. BCCI (*provision no. 38-1*) as applicable to me in terms of the said conflict of interest provisions contained in the pertinent rules in force as on date.

**OR**

- B) I/We have the following event (existing or potential) that may be deemed to cause a conflict of interest (*write NIL if there is no conflict*)

I/We undertake that I/WE shall forthwith notify MPCA if there is any conflict of interest (as defined in the rules of MPCA / BCCI which is applicable to my case) during the period of our engagement with MPCA.

In addition to the above, I/WE also state that I/WE am/are not occupying more than one post at a single point of time (*Posts as defined in rule 39A-2-D of MPCA Constitution or Rule 38 (4) of the BCCI Constitution*).

This undertaking is given after scrupulous reading and understanding of the relevant provisions of the Constitution of MPCA / BCCI and shall continue to be effective till relevant provisions are in force.

\_\_\_\_\_

*Name, Designation, Signature, Date and seal*

**Annexure to the Template of 'UNDERTAKING'**

*(i.e. Conflict Of Interest Declaration as per provision no. 39A-2-B of MPCA constitution as amended on 15.9.2019)*

***Only for the convenience of the declarant. It is in the interest of the declarant to check the relevant provisions of the MPCA / BCCI Constitution at the time of issuing the undertaking to avoid any errors / inadvertence.***

### **PROVISIONS OF MPCA CONSTITUTION**

**39A-2-A** : The provisions relating to conflict of interest in Rule 38(1) of the BCCI Constitution shall **mutatis mutandis** be applicable to the Association.

**39A-2-B** : Within a period of 15 days of taking any office under the Association, every individual shall disclose in writing to the Committee any existing or potential event that may be deemed to cause a conflict of interest, and the same shall be uploaded on the website of the Association. The failure to issue such a complete disclosure or any partial or total suppression thereof would render the individual open to disciplinary action which may include termination and removal from such office / post / role without benefits. It is clarified that a declaration does not lead to a presumption that in fact a questionable situation exists, but is merely for information and transparency.

**39A-2-C** : A conflict of interest may be either tractable or intractable :

- (i) Tractable conflicts are those that are resolvable or permissible or excusable through recusal of the individual concerned and/or with full disclosure of the interest involved.
- (ii) Intractable conflicts are those that cannot be resolved through disclosure and recusal, and would necessitate the removal of the individual from a post or position occupied so that the conflict can cease to exist.

**39A-2-D** : It is clarified that no individual may occupy more than one of the following posts at a single point of time except where prescribed under this Constitution:

- (i) Player (current), (ii) Selector/Member of cricket committee/sub-committee, (iii) Team official, (iv) Commentator,
- (v) Match official, (vi) Administrator/Office-bearer, (vii) Electoral officer, (viii) Ombudsman and ethics officer, (ix) Auditor,
- (x) Any person who is in governance, management or employment of a franchisee, (xi) Member of a standing committee, (xii) CEO and managers, (xiii) Office-bearer of an Institutional Member, (xiv) Service provider (legal, finance, etc.),
- (xv) Contractual entity (broadcast, security, contactor, etc.), (xvi) Owner of a cricket academy

As far as incumbents are concerned every disclosure mandated above may be made within 90 days of the effective date.

### **PROVISIONS OF BCCI CONSTITUTION**

**38 (1)** : A conflict of interest may take any of the following forms as far as any individual associated with the BCCI is concerned :

***MPCA / Annexure to the Template of 'UNDERTAKING' / Pg. 1 of 4***

- (i) Direct or indirect interest : When the BCCI, a Member, the IPL or a franchisee enter into contractual arrangements with entities in which the individual concerned or his/her relative, partner or close associate has an interest. This is

to include cases where family members, partners or close associates are in positions that may, or may be seen to compromise an individual's participation, performance and discharge of roles.

Illustration 1: A is an Office Bearer of the BCCI when it enters into a broadcast contract with a company where A's son B is employed. A is hit by Direct Conflict of Interest.

Illustration 2: C is a Member of the IPL Governing Council. The IPL enters into a contract with a new franchisee, the Managing Director of which is C's partner in an independent commercial venture. C is hit by Indirect Conflict of Interest.

Illustration 3: D is the Office Bearer of a State Association. D's wife E has shares in an IPL Franchisee which enters into a stadium contract with the State Association. D is hit by Indirect Conflict of Interest.

Illustration 4: F is President of the BCCI. His son-in-law is a Team Official of a Franchisee. F is hit by Conflict of Interest.

Illustration 5: G is an employee of the BCCI. His wife runs a catering agency that is engaged by the BCCI. G is hit by Conflict of Interest.

(ii) Roles Compromised : When the individual holds two separate or distinct post or position under the BCCI, a Member, the IPL or the franchisee, the functions of which would require the one to be beholden to the other, or in opposition thereof.

Illustration 1: A is the Coach of a team. He is also Coach of an IPL Franchisee. A is hit by Conflict of Interest.

Illustration 2: B is Secretary of the BCCI. He is also President of a State Association. B is hit by Conflict of Interest.

Illustrations 3: C is the Vice President of the BCCI. He is also President of a State Association and member of a Standing Committee. C is hit by Conflict of Interest.

Illustration 4: D is a Selector. He is also coach of an IPL franchisee. D is hit by Conflict of Interest.

(iii) Commercial conflicts: When the individual enters into endorsement contracts or other professional engagements with third parties, the discharge of which would compromise the individual's primary obligation to the game or allow for a perception that the purity of the game stands compromised.

Illustration 1: A runs a cricket academy. He is appointed as a selector. A is hit by Conflict of Interest.

Illustration 2: B is a BCCI commentator. He also runs a sports management company which contracts members of the team. B is hit by Conflict of Interest.

Illustration 3: C is a selector. He is contracted to write a column on a tour that the national team is on. C is hit by Conflict of Interest.

Illustration 4: D is a team captain. He is also co-owner of a sports management agency which is contracted to manage other team members. D is hit by Conflict of Interest.

***MPCA / Annexure to the Template of 'UNDERTAKING' / Pg. 2 of 4***

Illustration 5: E is a member of the IPL Governing Council. He is engaged by a cricket broadcaster to act as an IPL commentator. E is hit by Conflict of Interest.

(iv) Prior relationship : When the individual has a direct or indirect independent commercial engagement with the vendor or service provider in the past, which is now to be engaged by or on behalf of the BCCI, its Member, the IPL or the franchisee.

Illustration 1: A is President of the BCCI. Prior to his taking office, he has been engaged professionally for his services by a firm B. After A becomes President, B is appointed as the official consultants of the BCCI. A is hit by Conflict of Interest.

Illustration 2: B is the Secretary of a State Association. Prior to his election, he ran a firm C, specializing in electronic boundary hoardings. Upon becoming Secretary, the contract for the Association's stadium hoardings is granted to C. B is hit by Conflict of Interest.

Illustration 3: D is the Commissioner of the IPL. Before he came into this office, he used to engage E as his auditor for his business. After becoming Commissioner, E is appointed as auditor to the IPL. D is hit by Conflict of Interest.

Illustration 4: F is the Captain of an IPL team, and G is the team's manager. When F is made Captain of the national team, G is appointed as the national team's manager. F is hit by Conflict of Interest.

(v) Position of influence: When the individual occupies a post that calls for decisions of governance, management or selection to be made, and where a friend, relative or close affiliate is in the zone of consideration or subject to such decision – making, control or management. Also when the individual holds any stake, voting rights or power to influence the decisions of the Franchisee/club/team that participates in the commercial league(s) under BCCI.

Illustration 1: A is a selector. His son is in the zone of consideration for selection. A is hit by Conflict of Interest.

Illustration 2: B is the Secretary of a State Association. He also runs a cricket academy in the State. B is hit by Conflict of Interest.

Illustration 3: C is an umpire. His daughter D is a member of a team which is playing a match in which C officiates. C is hit by Conflict of Interest.

Illustration 4: E is the President of a State Association and his company F owns 12 cricket clubs in the State from which probabilities are selected for the State team. E is hit by Conflict of Interest.

EXPLANATION: The Illustrations which refer to a President / Secretary / Vice President may be read as illustrations referring to any other Office Bearer, and also to the members of the Apex Council, the Governing Council and the Committees.

***MPCA / Annexure to the Template of 'UNDERTAKING' / Pg. 3 of 4***

**38 (3) :** A Conflict of Interest may be either Tractable or Intractable:

(a) Tractable conflicts are those that are resolvable or permissible or excusable through recusal of the individual concerned and/or with full disclosure of the interest involved.

b) Intractable conflicts are those that cannot be resolved through disclosure and recusal, and would necessitate the removal of the individual from a post or position occupied so that the conflict can cease to exist.

Explanation: In Illustration 3 to Rule 38(1)(i), if the wife held 51% shares, the conflict will be treated as intractable. If the wife holds 3% shares, whether the conflict is tractable or intractable will have to be decided by the Ethics Officer on the facts of the case. If the wife holds only 100 shares out of 1 crore shares, a disclosure of the same may be sufficient.

**38 (4) :** It is clarified that no individual may occupy more than one of the following posts at a single point of time except where prescribed under these rules:

- (a) Player (current), (b) Selector/Member of cricket committee, (c) Team official, (d) Commentator, (e) Match official, (f) Administrator/Office-bearer, (g) Electoral officer, (h) Ombudsman & ethics officer, (i) Auditor, (j) Any person who is in governance, management or employment of a franchisee, (k) Member of a standing committee, (l) CEO and managers, (m) Office-bearer of a Member, (n) Service provider (legal, financial, etc.), (o) Contractual entity (broadcast, security, contractor, etc.), (p) Owner of a cricket academy

As far as incumbents are concerned, every disclosure mandated under sub-rule (3) may be made within 90 days of the effective date.

----- END -----

***MPCA / Annexure to the Template of 'UNDERTAKING' / Pg. 4 of 4***

## **MPCA EOI ~ EMPANELLEMENT OF ADVERTISING / PUBLICITY AGENCY**

### **ANNEXURE IV**

*Financial offer on the letter head of the agency with dated signature of the authorised signatory*

1. Newspaper advertisement designing charges (Colour) : \_\_\_\_\_
2. Newspaper advertisement designing charges (BW) : \_\_\_\_\_
3. Percentage of Discount offered by agency in case of newspaperadvertisement at DAVP rate : \_\_\_\_\_ %
4. Additional discount on annual value of work offered to agency : \_\_\_\_\_ %
5. Any other offer / discount : \_\_\_\_\_

**SIGNATURE OF THE AUTHORISED SIGNATORY**

**SEAL**