



# MADHYA PRADESH CRICKET ASSOCIATION

Affiliated to BCCI

Registered 'Society' - No. 4751/1976

Holkar Stadium, Race Course Road, Indore-452 003 (M.P.) INDIA

Date : 13.4.2026

INFORMATION PERTAINING TO THE REQUEST FOR PROPOSAL (RFP) ISSUED BY MPCA FOR ENGAGING AGENCY FOR OFFERING EXCLUSIVE INSTADIA ADVERTISING RIGHTS FOR INTERNATIONAL CRICKET MATCHES (BILATERAL SERIES) ORGANISED BY MPCA FOR THE TERM AND AS PER OTHER CONDITIONS OF THIS RFP

1. RFP document fee - Rs. 10,000/- + GST @18%
2. Agency should demonstrate –
  - 2.1 A proven track record in providing similar instadia advertisement for cricket in India for atleast 5 years i.e. from 2021-2026, including minimum of three such contracts in force as at 01.04.2026.
  - 2.2 The average annual receipts from instadia advertisement contracts in India for last three financial years should be a minimum of INR 25.00 crores (i.e. a minimum of INR 75.00 crores for the period from 01.04.2023 to 31.03.2026).
  - 2.3 Experience of providing similar services for international event, preference for international cricket events.
  - 2.4 Technical Knowledge and Experience relevant to the requirements of the proposed services.
  - 2.5 Provide at least three (3) references which are relevant to the services proposed for this RFP.
3. Agency should be able to furnish –
  - 3.1 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.
  - 3.2 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.
  - 3.3 Declaration to the extent that the offerer has perused the 'Conflict of Interest' rules and that the offerer is not being in contravention of the Conflict of Interest Rules OF MPCA / BCCI as per Annexure – A.
  - 3.4 If required MPCA reserves the right to demand a Bank Guarantee for an amount equivalent to the amount of the consideration to be received for the match for the first year, and the same shall be returned on the successful receipt of the amount for the first match. Further, the BG shall be again submitted for the amount for the second match played in same year or next year. This process is to safeguard the interest of MPCA just before the match.
4. Other terms
  - 4.1 Agreement / contract shall be valid for a period of three years from the date of its commencement.
  - 4.2 The earlier agency engaged by MPCA for similar service has the right (as per previous contract) to seek extension of previous contract. However, if MPCA is in receipt of a better offer then the previous service provider would be given an option to match the best offer. In case the previous service provider matches the best offer then it shall be entitled for a renewal of previous agreement.

5	COLLECTION OF RFP DOCUMENT	FROM : 13 <sup>th</sup> April 2026 TO : 16 <sup>th</sup> April 2026 FOR PHYSICAL COLLECTION, OFFICE TIME SHALL BE 1.00 PM TO 7.00 PM
6	EMD	INR 15.00 LACS
7	FOR ANY ASSISTANCE FROM	MR. ROHIT D PANDIT, CAO-MPCA - <a href="mailto:cricket.operations@mpcaonline.com">cricket.operations@mpcaonline.com</a>

Based on the above information, desirous agencies may write to [accounts@mpcaonline.com](mailto:accounts@mpcaonline.com) for deposit of the RFP document fee and procuring the document.