



March 4, 2025

EXPRESSION OF INTEREST FOR MEDIA BUYING AND STRATEGY FOR IPL 2025

The Board of Control for Cricket in India (“**BCCI**”) is issuing an Expression of Interest (“**EOI**”) for appointing an agency for IPL’s (2025) media buying and strategy:

Suggested Process

The EOI is issued for the following services:

1. Media Buying & Strategy for TATA IPL 2025 (Pan-India)
2. Channelization of budgets across the following mediums:
 - a) TV
 - b) Radio
 - c) Digital
 - d) Print
 - e) OOH
 - f) Outdoor Innovations

The interested parties are requested to confirm the interest via email to rfq@bcci.tv and submit their relevant experience and ability to service all mediums in-house at a similar scale.

Proposal Submission

The interested parties with the relevant experience will be asked to submit the following:

- a) Detailed media plan and strategy for IPL 2025 within a budget of Rs. 30 crores excluding taxes (*with detailed cost for each element*)
- b) Proof of work and in-house experience of media buying across all mediums
- c) Agency cost / fee / commission for each medium
- d) Discounts from the on-going market rates for bulk buying
- e) Outdoor innovation ideas

Tentative Timeline

Deadline to express interest: **10th March 2025**

Proposal Submission: **13th March 2025.**