**July 20, 2026**

**Board of Control for Cricket in India (BCCI) announces the release of Invitation to Tender for Title Sponsor Rights for BCCI Events.**

BCCI invites bids from reputed entities to acquire the Title Sponsor Rights for BCCI Events, through a tender process.

Accordingly, BCCI is issuing the Invitation to Tender ("**ITT**") which provides the detailed terms and conditions governing the submission and evaluation of bids. The ITT will be made available on receipt of payment of a non-refundable fee of **INR 1,00,000 (Indian Rupees One Lakh Only) plus any applicable Goods and Services Tax**. The Interested Parties may note the following timelines with respect to the ITT:

| Milestone | Date |
|---|---|
| **Date of release of ITT** | **July 20, 2026** |
| **Last date to purchase the ITT** | **August 4, 2026** |
| **Last date to seek clarifications** | **August 5, 2026** |
| **Date of submission of Bid Documents** | **August 13, 2026** |

Interested parties are requested to email the details of payment made for the purchase of the ITT to titlesponsor.itt@bcci.tv, as per the procedure laid down in **Annexure A**. It is clarified that the ITT documents shall be shared only upon the confirmation of payment of the non-refundable ITT fee.

Any interested party wishing to submit a bid is required to purchase the ITT. However, only those satisfying the eligibility criteria set out in the ITT, and as laid down in **Annexure B**, and subject to the other terms and conditions set out therein, shall be eligible to bid. It is clarified that merely purchasing the ITT does not entitle any person to bid.

BCCI reserves the right to cancel or amend the ITT process at any stage in any manner without providing any reason.

**DEVAJIT SAIKIA**
**Honorary Secretary**
**BCCI**

**ANNEXURE A**

**PROCEDURE TO PROCURE THE ITT DOCUMENTS**

The ITT document can be purchased by an **Indian entity** as per the following procedure:

A. If the purchasing entity is an **Indian entity**:
   Payment of INR 1,00,000 + 18,000 (GST) i.e., **Total INR 1,18,000** (Indian Rupees One Lakh Eighteen Thousand Only) is to be made to the following bank account:

   **INR Bank Account Details:**

   Account Name: The Board of Control for Cricket in India
   Account No.: 60082778272
   Name of the Bank: Bank of Maharashtra
   Branch: Fort Branch, Mumbai
   IFSC code: MAHB0000002

B. If the purchasing entity is a **foreign entity**:
   Payment of USD 1,050/- (USD One Thousand Fifty Only) is to be made to the following bank account:

   **USD Bank Account Details:**

| | |
|---|---|
| **Beneficiary Bank:** | Bank of Maharashtra,<br>Overseas Branch<br>Mumbai<br>Swift Code: MAHBINBBOVM<br>Account No.: 60081674478<br>Account Name: The Board of Control for Cricket in India |
| **Correspondent Bank:** | Bank of New York, New York.<br>Routing No.: 021 000 018<br>Swift Code: IRVTUS3N<br>Account No.: 803-3165-537 |

Once the payment is made, the payment confirmation is required to be shared by email to titlesponsor.itt@bcci.tv with the subject line "**Confirmation of Payment of ITT Fee for Title Sponsor Rights**" along with the following details:

**Name of the Party**:
**Registered Address**:
**Pan No (if applicable)**:
**GST No (if applicable):**

It is clarified that the ITT documents shall be shared only upon receiving the payment and the details as mentioned above. It is further clarified that the ITT must be purchased by the entity that is desiring to bid.

**ANNEXURE B**

**ELIGIBILITY CRITERIA**

The Interested Parties must note the following eligibility requirements with respect to the ITT:

1. General Eligibility: Any entity registered in India. It is expressly clarified, for the avoidance of any doubt, that no Bids from any individual, unincorporated entity, consortia, joint ventures or joint bidders, will be accepted or considered for the purpose of this ITT.

2. Financial Eligibility: The Interested Party shall fulfil either of the following requirements:

   (a) The average audited annual Turnover of each Interested Party for the last 3 (three) years must be at least **INR 100,00,00,000** (Indian Rupees One Hundred Crore only).

   **Or**

   (b) The average Net Worth of each Interested Party for the last 3 (three) years must be at least **INR 100,00,00,000** (Indian Rupees One Hundred Crore only), as per the last 3 (three) audited accounts.

   "**Turnover**" shall mean annual audited turnover of the Interested Party together, if necessary, with turnover from any company(ies) in the same Group as the Interested Party which may be consolidated with or otherwise added to the Interested Party's turnover for the purposes of satisfying this threshold.

   "**Net Worth**" shall mean the aggregate value of the paid-up share capital of the Interested Party and all reserves created out of the profits, securities premium account and debit or credit balance of profit and loss account, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, as per the audited balance sheet, but does not include reserves created out of revaluation of assets, write-back of depreciation and amalgamation. For calculating the Net Worth, the net worth of any company(ies) in the same Group as the Interested Party can be consolidated with or otherwise added to the Interested Party's Net Worth for the purposes of satisfying this threshold.

3. Fit and Proper Person: Each Bidder must be a 'Fit and Proper Person'. In order to determine whether a Person is a Fit and Proper Person, the BCCI may take into account any factor, as may be deemed fit by the BCCI, including without limitation any one or more of the following criteria: (i) not having been convicted by a court of a criminal offence or offences involving moral turpitude, economic offence or fraud; (ii) not having any conflict of interest as per the BCCI Conflict of Interest

Rules; (iii) absence of conviction for any offence punishable with imprisonment for 2 (two) years or more in any jurisdiction; (iv) absence of categorisation as a wilful defaulter by the Reserve Bank of India; and/or (v) a Person having integrity and reputation; and the BCCI reserves the right to reject any Bid from any Bidder which in the BCCI's opinion and at its sole and absolute discretion does not satisfy this criteria.

4. Ineligibility To Bid:

(a) Bidder, including any of its Group companies: (i) should not be engaged in betting, gambling, odds, prediction, tipping, advisory or similar services in India or anywhere in the world; (ii) should not provide any betting, gambling, odds, prediction, tipping, advisory or similar services to any Person in India; and (iii) should not have any investment or ownership interest in any Person engaged in betting, gambling, odds, prediction, tipping, advisory or similar services in India.

(b) Bidder, including any of its Group companies, should not be directly or indirectly engaged in the business of crypto trading, crypto exchange, crypto token, virtual digital assets, Web3/tokenised products or services, or any business of similar nature as determined by BCCI in its sole and absolute discretion.

(c) Bidder operating/engaged in multiple brand/product categories, one of which is relating to alcohol products or tobacco, is not permitted to submit a Bid with respect to the Brand Categories of alcohol products and tobacco. The Bidder is permitted to submit a Bid with respect to any other non-prohibited Brand Category.

(d) Bidders operating/ engaged directly or indirectly in online money gaming, real money gaming, fantasy sports gaming, online games involving stakes, deposits, winnings, prizes or monetary returns, or any similar product or service, whether characterized as a game of skill, game of chance or otherwise, are not permitted to submit a Bid. To clarify, a Bidder, including any of its Group companies, engaged or operating in any such business is not permitted to submit a Bid.

(e) No Brand Category is blocked solely on account of an existing BCCI sponsor conflict for this new Rights cycle as of the date of this ITT. BCCI reserves the right, in its sole and absolute discretion, to notify any additional restricted or blocked category by way of clarification, addendum or amendment prior to submission of Bids.

(f) Bidders are prohibited from submitting Bids through surrogate brands. Surrogate branding refers to any attempt to indirectly submit a Bid on behalf of a different entity or Person through the use of a different entity or person. This includes, but is not limited to, the use of different names, brands, identity or logos.

5. <u>Blocked Brand Categories</u>: The following Brand Categories are blocked on account of the BCCI having existing sponsors within the said Brand Categories ("**Blocked Brand Categories**"):

   (i) Athleisure Wear, Performance Wear and Sportswear Merchandise and Equipment;

   (ii) Tyres, Tubes and Flaps; and

   (iii) Paints, Waterproofing and Wallpapers.

Do note that, no Bidder, except the relevant existing sponsor of the BCCI in the said Brand Categories, may bid for the said Brand Categories listed above.

6. <u>Prohibited Brand Categories</u>: The following list of Brand Categories are not permitted under the ITT ("**Prohibited Brand Categories**"):

   (i) Alcohol Products;

   (ii) Betting; gambling, odds, prediction, tipping, advisory or similar services;

   (iii) Cryptocurrency; virtual digital assets, crypto trading, crypto exchange, crypto token, Web3/tokenized products or services, or any business of similar nature;

   (iv) Online Money Gaming, Real Money Gaming and Fantasy Sports Gaming, including any online game, service or platform involving stakes, deposits, winnings, prizes or monetary returns, whether characterized as skill-based, chance-based or otherwise;

   (v) Tobacco;

   (vi) Any surrogate, extension, news, advisory, tipping, prediction, odds, tokenized, Web3 or analogous product or service which, in BCCI's opinion, is intended or likely to circumvent the above restrictions; and

   (vii) one which is likely to offend public morals such as, including but not limited to, pornography.