



July 20, 2026

Board of Control for Cricket in India (BCCI) announces the release of Request for Quotation for Associate Partner Rights for BCCI Events.

BCCI invites Quotations from reputed entities to acquire the Associate Partner Rights for BCCI Events, through a tender process.

Accordingly, BCCI is issuing the Request for Quotation for Associate Partner Rights for BCCI Events ("RFQ") which provides the detailed terms and conditions governing the submission and evaluation of Quotations. The RFQ 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 RFQ:

Milestone	Date
Date of release of RFQ	July 20, 2026
Last date to purchase the RFQ	August 14, 2026
Last date to seek clarifications	August 16, 2026
Date of submission of Quotation Documents	August 25, 2026

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

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

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

DEVAJIT SAIKIA
Honorary Secretary
BCCI

ANNEXURE A

PROCEDURE TO PROCURE THE RFQ DOCUMENTS

The RFQ 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,
Overseas Branch
Mumbai
Swift Code: MAHBINBBOVM
Account No.: 60081674478
Account Name: The Board of Control for Cricket in India

Correspondent Bank: Bank of New York, New York.
Routing No.: 021 000 018
Swift Code: IRVTUS3N
Account No.: 803-3165-537

Once the payment is made, the payment confirmation is required to be shared by email to rfq@bccci.tv with the subject line “**Confirmation of Payment of RFQ Fee for Associate Partner 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 RFQ documents shall be shared only upon receiving the payment and the details as mentioned above. It is further clarified that the RFQ must be purchased by the entity that is desiring to submit a Quotation.

ANNEXURE B

ELIGIBILITY CRITERIA

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

1. General Eligibility: Any entity registered in India. It is expressly clarified, for the avoidance of any doubt, that no quotations from any individual, unincorporated entity, consortia, joint ventures or joint bidders, will be accepted or considered for the purpose of this RFQ.
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 Interested Party 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 quotation from any Interested Party which in the BCCI's opinion and at its sole and absolute discretion does not satisfy this criteria.

4. Ineligibility To Submit Quotations:

- (a) Interested Party, 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) Interested Party, 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 asset, Web3/tokenised products or services, or any business of similar nature as determined by BCCI in its sole and absolute discretion.
- (c) Interested Party operating/engaged in multiple Brand/Product categories, one of which is relating to alcohol products or tobacco, is not permitted to submit a Quotation with respect to the Brand Categories of alcohol products and tobacco. However, the Interested Party is permitted to submit a Quotation with respect to any other non-prohibited Brand Category.
- (d) Interested Party 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 Quotation. To clarify, an Interested Party, including any of its Group companies, engaged or operating in any such business is not permitted to submit a Quotation.
- (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 RFQ. 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 Quotations. For the avoidance of doubt, Interested Parties may note that BCCI is concurrently conducting a separate invitation to tender for the grant of Title Sponsor Rights for BCCI Events. In the event that a Title Sponsor is selected pursuant to such process, the relevant Brand Category of such Title Sponsor may be designated as a blocked category for the purposes of this RFQ, and BCCI shall notify the Interested Parties accordingly.

- (f) Interested Parties are prohibited from submitting Quotations through surrogate brands. Surrogate branding refers to any attempt to indirectly submit a Quotation 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. **Blocked Brand Categories:** 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 Interested Party, except the relevant existing sponsor of the BCCI in the said Brand Categories, may submit a Quotation with respect to the said Brand Categories listed above.

6. **Prohibited Brand Categories:** The following list of Brand Categories are not permitted under the RFQ ("**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.