



**September 2, 2025**

**Board of Control for Cricket in India announces the release of the Invitation for Expression of Interest for National Team Lead Sponsor Rights.**

The Board of Control for Cricket in India (“BCCI”) invites bids from reputed entities for acquiring the National Team Lead Sponsor Rights. Accordingly, the BCCI is issuing an Invitation for Expression of Interest for National Team Lead Sponsor Rights (“IEOI”), which provides the detailed terms and conditions governing the submission and evaluation of bids. The IEOI will be made available on receipt of payment of a non-refundable fee of **INR 5,00,000 (Indian Rupees Five Lakh Only) plus any applicable Goods and Services Tax**.

The bidders may note the following timelines with respect to the IEOI:

<b>Milestone</b>	<b>Date</b>
<b>Date of release of IEOI</b>	<b>September 2, 2025</b>
<b>Last date to purchase the IEOI</b>	<b>September 12, 2025</b>
<b>Date of submission of bid Documents</b>	<b>September 16, 2025</b>

Bidders are requested to email the details of payment made for the purchase of the IEOI to [sponsorship@bcci.tv](mailto:sponsorship@bcci.tv), as per the procedure laid down in **ANNEXURE A**. It is clarified that the IEOI documents shall be shared only upon the confirmation of payment of the non-refundable IEOI fee.

Any bidder wishing to submit a bid is required to purchase the IEOI. However, only those satisfying the eligibility requirements set out in the IEOI, 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 IEOI does not entitle any person to bid.

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

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

## ANNEXURE A

### **PROCEDURE TO PROCURE THE IEOI DOCUMENTS**

The IEOI document can be purchased as per the following procedure:

A. If the purchasing entity is an **Indian entity**:

Payment of INR 5,00,000 + 90,000 (GST) i.e., **Total INR 5,90,000** (Indian Rupees Five Lakh Ninety 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 5,675/- (USD Five Thousand Six Hundred Seventy Five 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 [sponsorship@bccci.tv](mailto:sponsorship@bccci.tv) with the subject line “**Confirmation of Payment of the IEOI Fee to bid for the National Team Lead Sponsor Rights**” along with the following details:

**Name of the Party:**

**Registered Address:**

**Pan No (if applicable):**

**GST No (if applicable):**

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

## ANNEXURE B

### ELIGIBILITY REQUIREMENTS

The bidder must note the following requirements and restrictions pertaining to eligibility with respect to the IEOI. Please further note that the detailed eligibility criteria are provided in the IEOI:

1. General Eligibility: For the purpose of this IEOI, an entity anywhere in the world (which expression includes, as regards corporate entities, each bidder and/or its parent or subsidiary companies), which satisfy the following requirements as on the date of this IEOI (or such other specific date as is specified in this IEOI in relation to any individual criteria) are eligible to participate in this process and to submit bids. All bidders shall note the following:
  - (a) A bid may only be submitted either by: (i) the person/entity which has purchased a copy of this IEOI upon payment of the IEOI fee; or (ii) any person/entity which is in the same Group as such person/entity.
  - (b) The IEOI fee paid by the bidder (whether successful or unsuccessful) shall not be refunded or adjusted against any other payment obligation of the bidder in any circumstances.
2. Financial Eligibility: The bidder shall fulfil either of the following requirements:
  - (a) The average turnover of each bidder for the last 3 (three) years must be at least **INR 300,00,00,000** (Indian Rupees Three Hundred Crore only) as per the last 3 (three) audited accounts.

**Or**

  - (b) The average net worth of each bidder for the last 3 (three) years must be at least **INR 300,00,00,000** (Indian Rupees Three Hundred Crore only) as per the last 3 (three) audited accounts.
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 online money gaming, betting or gambling services or similar services in India or anywhere

in the world; (ii) should not provide any online money gaming, betting or gambling services or similar services to any Person in India; and (iii) should not have any investment or ownership interest in any Person engaged in betting or gambling services in India. To clarify, a bidder, including any of its Group companies, engaged in any activities/business that is prohibited under the Promotion and Regulation of Online Gaming Act, 2025 is not permitted to submit a bid.

- (b) Bidder, including any of its Group companies, should not be directly or indirectly engaged in the business of crypto trading or crypto exchange or crypto token or any business of similar nature.
  - (c) A bidder operating or engaged in multiple brand/product categories, one of which falls under either the Blocked Brand Categories or Prohibited Brand Categories, shall not be permitted to submit a bid in respect of such Blocked Brand Categories or Prohibited Brand Categories. However, the bidder may submit a bid in respect of any other Brand Category that does not fall under either the Blocked Brand Categories or Prohibited Brand Categories.
  - (d) 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. 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 and Sportswear Manufacturer;
  - (ii) Banks, Banking & Financial Service and Non-Banking Financial Companies;
  - (iii) Non-Alcoholic Cold Beverages;
  - (iv) Fans, Mixer Grinders and Safety Locks; and
  - (v) Insurance

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. Prohibited Brand Categories: The following list of Brand Categories are not permitted under the IEOI (“**Prohibited Brand Categories**”):
- (i) Alcohol Products;
  - (ii) Betting or Gambling Services;
  - (iii) Cryptocurrency;
  - (iv) Online Money Gaming or any such activities prohibited under the Promotion and Regulation of Online Gaming Act, 2025;
  - (v) Tobacco; and
  - (vi) one which is likely to offend public morals such as, including but not limited to, pornography.