



**MAHATMA PHULE BACKWARD CLASS DEVELOPMENT
CORPORATION LIMITED (MPBCDC)**
**14A/14B, First Floor, Mittal Chambers, 227, Nariman Point,
Mumbai - 400021**
(An Undertaking of Government of Maharashtra)



MPBCDC invites quotations from experienced advertising agencies for concept development, production and broadcast of a TV series for publicity of the various schemes implemented by the Corporation and for broadcasting the success stories of successful beneficiaries as per scope of work mentioned below.

The quotation for the above-mentioned work shall be submitted **only through Sealed envelope at office address. 14A/14B, First Floor, Mittal Chambers, 227, Nariman Point, Mumbai - 400021**

Last Date of Submission: Wednesday, August 12, 2026, 05:00 PM.

For more information please visit:

<https://mpbcdcd.maharashtra.gov.in>.

Sd /-

**General Manager
MPBCDC Ltd.**

MAHATMA PHULE BACKWARD CLASS DEVELOPMENT CORPORATION LIMITED

(An Undertaking of Government of Maharashtra)

Notice Inviting Quotations

MPBCDC invites sealed/email from experienced advertising agencies for concept development, production and broadcast of a TV series for publicity of the various schemes implemented by the Corporation and for broadcasting the success stories of successful beneficiaries as per scope of work mentioned below.:

Scope of Work

1. Concept Development

- Finalize the concept, theme and format of the programme.
- Prepare the script and storyboard for each episode.
- Start the production process after approval of the Corporation.

2. Pre-Production

- Selection and verification of beneficiaries.
- Finalization of shooting locations.
- Planning of interviews.
- Obtaining necessary permissions and preparing the shooting schedule.

3. Production

- High-quality filming of the beneficiary's business, enterprise, project and success story.
- Interviews of concerned officers, experts and beneficiaries.
- Preparation of informative visuals and graphics related to the schemes.
- Shooting in 4K/HD quality.

4. Post-Production

- Video editing.
- Voice-over in Marathi.
- Background music.
- Motion graphics, animation and subtitles.
- Colour correction and final mastering.

5. TV Series Production

- Each episode to be approximately 25 to 30 minutes.
- Opening title and programme intro.
- Inclusion of scheme information, application process and contact information.

6. Broadcast

- Broadcast on State-level/National TV channels.
- Finalization of broadcast schedule.
- Arrangement for repeat telecast.

7. Digital Promotion

- Social media clips of 10 seconds, 60 seconds and 2 minutes.
- Videos optimized for YouTube, Facebook, Instagram, X and other platforms.
- Preparation of teasers and promos after broadcast.

8. Expected Deliverables

- All final episodes of the TV series.
- HD and Broadcast Master of each episode.

- Promos, teasers and social media videos.
- Photographs.
- Broadcast report.
- Final hard disk/pen drive and cloud copy.

9. Quality Standards

- Broadcast-quality audio and video.
- Accuracy of factual information.
- Compliance with the Corporation's branding guidelines.
- Quality use of Marathi language.

Technical Qualification

- Registered company/LLP/firm with GST & PAN
- Minimum 3 years' experience of undertaking similar work
- Worked with at least 1 department of Government of Maharashtra
- Average turnover of at least Rs.30 lakhs during last two Financial Years
- Not blacklisted

Financial Quotation Format

Sr.	Particular	Amount (Rs.)
1	Preproduction costs	
2	Production costs	
3	Postproduction costs	
4	Broadcasting costs	
5	Costs for producing short clips for digital promotion	
6	Any other relevant costs	
Grand Total with All taxes includes		

Other detailing such as quantities etc shall be finalized at the time of selection of bidder.

Terms and conditions

1. All the publicity material shall remain the property of MPBCDC.
2. Payment shall be milestone based.
5. MPBCDC reserves the right to accept/reject any quotation without assigning reasons.

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