



**ALL INDIA FOOTBALL FEDERATION**

**REQUEST FOR PROPOSAL (RFP) FOR MEDIA RIGHTS RELATING TO THE 2025/2026 OF  
THE INDIAN SUPER LEAGUE**

**Instructions to Bidders**

**Date of Issue: 18 January 2026**

**Last date to seek clarifications: 27 January 2026**

**Last date of submission of Bids: 01 February 2026**

## DISCLAIMER

- The information contained in this Request for Proposal ("**RFP**") or any information provided subsequently to the Bidder(s) whether verbally or in documentary form by or on behalf of AIFF, or any of its employees or advisers, is provided under the terms and conditions set out in this RFP and all the other terms and conditions subject to which such information is provided.
- This RFP is not an agreement and is neither an offer nor invitation by AIFF to the prospective Bidders or any other person. The purpose of this RFP is to provide the Bidders with information that may be useful to them in the formulation of their Bids pursuant to this RFP. This RFP does not claim to contain all the information each Bidder may require. Each Bidder should conduct its own investigation and analysis and should check the accuracy, reliability and completeness of the information in this RFP and obtain independent advice wherever necessary.
- Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. AIFF accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
- AIFF, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Bid Stage.
- AIFF also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP. AIFF may, in its absolute discretion, but without being under any obligation to do so, update/ amend and/or supplement the information in this RFP. Such updates/amendments and/or supplements to this RFP will be done only on AIFF's Website <https://www.the-aiff.com/>.
- The issue of this RFP does not imply that AIFF is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, and AIFF reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.
- The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by AIFF or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and AIFF shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Selection Process.
- No commitment, contractual or otherwise whatsoever, shall arise from the RFP process until a formal contract is executed by the duly authorised signatory of AIFF and the selected Bidder as set out under this RFP. Further, selection of any Bidder shall not prejudice AIFF's right to avail any or all of the services from any other.

## 1. INTRODUCTION, PURPOSE AND INVITATION

- 1.1 The All India Football Federation (“**AIFF**”), being the governing body for football in India, hereby invites Bids from entities experienced and qualified in broadcast, media and digital distribution of content (“**Bidders**”) for the award of media, broadcast, digital and production rights in respect of the Indian Super League (“**ISL**”) for the 2025–26 season, in which each participating team shall play thirteen (13) matches in a round robin, home and away format. The ISL 2025-26 season shall have a total of ninety-one (91) matches. This RFP seeks to appoint a broadcast partner capable of producing, transmitting and distributing high-quality live coverage of all ISL Matches and associated programming across linear television, digital/OTT platforms and other authorised media.
- 1.2 With reference to the above, AIFF is desirous of engaging a Bidder for exploitation of the Media Rights during the Term in a manner set out herein (“**Selected Bidder**”), which shall be administered through the BEC (as defined herein).
- 1.3 This RFP sets out the technical, commercial, financial and eligibility criteria that Bidders must satisfy, together with the process for submission, evaluation and award of the Media Rights. Bidders are required to carefully review all instructions, annexures and schedules prior to submitting their Bids. AIFF reserves the right to amend, modify or supplement this RFP at any time in its sole discretion.
- 1.4 The RFP document will be available at <https://www.the-aiff.com/>. All applicants can download the RFP from the Website and shall not tamper with/modify it.
- 1.5 Interested parties with impeccable record, meeting the eligibility criteria contained herein may submit their Bids for selection, complete in all respects by way of email to [legal@the-aiff.com](mailto:legal@the-aiff.com).
- 1.6 Filled-in Bids with all credentials and other documents in support of the eligibility criteria must be submitted before the Bid Due Date specified in Clause 4 below. Incomplete Bids and Bids received by AIFF, after the last date and time of submission may not be accepted by AIFF.
- 1.7 Upon selection of a Bidder by AIFF as the Selected Bidder, AIFF and the Selected Bidder shall enter into a detailed long form agreement incorporating the provisions of this RFP and the successful Bid (“**Contract**”). The Bidders acknowledge that all requirements related to the Broadcast Services awarded to the Selected Bidder under the Contract shall be subject to AIFF's directives and relevant regulations, as amended from time to time.

## 2. DEFINITIONS

- 2.1 In this RFP and the associated documentation, the following terms shall, unless repugnant to the context or meaning thereof, have the following meanings:
  - (a) “**Affiliate**” means with respect to any Person: (a) any other Person which owns at least 50% (fifty per cent) of the share capital or equity interest or membership interest of such Person; (b) in which such Person owns at least 50% (fifty per cent) of share capital or equity interest or membership interest; (c) at least 50% (fifty per cent) of the shares / membership interest of which are owned by the ultimate parent company of such Person; or (d) any other Person that Controls, is Controlled by or is in common Control with such Person. The term 'Control' shall mean the power to determine the policy and affairs of an entity whether by virtue of voting rights, right to appoint a majority on the board of directors of an entity, by contract or otherwise;
  - (b) “**AIFF**” shall mean the All India Football Federation;

- (c) **"Applicable Law"** means the laws and any other instruments having the force of law in India for the time being and any other applicable law/rules/regulations;
- (d) **"BEC"** shall mean the Bid Evaluation Committee constituted by AIFF in accordance with Clause 11.11 of this RFP, for the purpose of evaluation and shortlisting Bids;
- (e) **"Bid" or "Proposal"** (including the term "tender", "offer", "quotation" or "proposal" in certain contexts) means an offer submitted to AIFF to secure the rights in accordance with the terms and conditions set out in this RFP;
- (f) **"Bidder"** shall mean any entity including Group Entities which submits a Bid to AIFF in response to this RFP, in accordance with the eligibility criteria as laid down in this RFP;
- (g) **"Bid Documents"** shall have the meaning prescribed to it in Clause 3.10(a);
- (h) **"Bid Security"** shall mean the security, in the form and manner prescribed in this RFP, furnished by a Bidder to AIFF to secure the obligations of the Bidder in connection with the submission of its Bid;
- (i) **"Bid Due Date"** shall mean the date on which all Bids must be submitted in response to this RFP and shall be as specified in Clause 4 below;
- (j) **"Broadcast Services"** means the complete set of services to be provided by the Selected Bidder, including without limitation: (i) live world-feed production; (ii) multi-camera coverage; (iii) commentary production; (iv) graphics and data integration; (v) uplink, downlink and transmission; (vi) delivery of clean and dirty feeds; and (vii) any ancillary programming or content as required by AIFF;
- (k) **"Clean Feed"** means the world-feed produced by the Selected Bidder without any commercial or sponsor integrations, including without limitation L-bands, bugs, brand wipes or on-screen graphics, unless expressly permitted by AIFF;
- (l) **"Contract"** shall have the meaning prescribed to it in Clause 1.7;
- (m) **"Consortium Bid"** shall have the meaning prescribed to it in Clause 8.4;
- (n) **"Consortium Member"** shall have the meaning prescribed to it in Clause 8.4;
- (o) **"Digital Rights"** means the right to transmit, stream, exploit, exhibit or distribute Matches or League Content on any digital, OTT, internet-based, mobile or new-media platform;
- (p) **"Dirty Feed"** means the broadcast-ready feed containing commercial enhancements, sponsor integrations, graphics, on-screen identifiers or other elements, as approved by AIFF;
- (q) **"Distribution Plan"** means the detailed plan submitted by the Bidder indicating the channels, platforms, digital assets, languages, territories, time-bands and promotional inventory through which the Bidder proposes to distribute the League;
- (r) **"Eligibility Criteria"** shall have the meaning prescribed to it in Clause 8;
- (s) **"Feed"** shall mean the live and continuous moving image video signal of the Matches (including the Ceremonies and the Matches) of the minimum standard and specification that is consistent with the then prevailing market standard (and in any case not less than the standards prescribed by AIFF in this RFP), which also incorporates slow motion replays, titles and any graphics selected by or on behalf of the Broadcast Partner;

- (t) **"Financial Year"** or **"F.Y."** shall mean the financial year consisting of 12 (twelve) months, commencing from the first day of the month of April and ending on the last day of the month of March of the succeeding year;
- (u) **"Force Majeure Event"** shall mean an event or circumstance which is beyond the reasonable control and foresight of a party and which makes a party's performance of its obligations impossible and includes but is not limited to wars, acts of terrorism, civil riots, hostilities, public disorder, epidemics, pandemic, fires, acts of God, Court orders or governmental restrictions and actions, acts and decisions of regulatory and sports authorities;
- (v) **"Group Entities"** means: (a) the Bidder; (b) Affiliates of the Bidder; (c) the shareholders / members of the Bidder who hold at least 50% (fifty per cent) of the share capital or equity interest or membership interest of such Bidder; (d) all entities whose accounts are consolidated on a line by line basis in the audited financial statements of members / shareholders covered under (c); (e) any joint venture company in which a member / shareholder covered under (c) holds at least 50% (fifty per cent) interest and the other joint venture partner of such joint venture company;
- (w) **"GST"** shall mean the goods and services tax as levied under the Applicable Law;
- (x) **"League Content"** means all audio-visual, audio, graphical, statistical, written, photographic and other content generated in relation to the League, including without limitation Match footage, highlights, analysis, studio programming, interviews, behind-the-scenes material, archives and derivative works;
- (y) **"Live Production"** means the full technical and creative production of a Match, including camera operations, directing, mixing, graphics, commentary, replay operations, and all other elements required to produce a world-feed in accordance with Schedule 1;
- (z) **"Match"** means each official match of the ISL played during the 2025–26 season in accordance with the fixtures determined by AIFF;
- (aa) **"Media Rights"** shall include, without limitation: (i) live broadcast rights; (ii) digital/OTT streaming rights; (iii) mobile transmission rights; (iv) highlights, delayed telecast, archival and near-live clip rights; and (v) the obligation to undertake world-feed production, multi-camera coverage, graphics integration, commentary production, transmission and delivery of clean and dirty feeds, together with shoulder programming such as previews, reviews, magazine shows and promotional features;
- (bb) **"OTT Platform"** means any over-the-top digital platform, application, website, streaming service or similar technology enabling live or on-demand viewing of Matches or League Content;
- (cc) **"Person"** shall mean and include an individual, an association, a corporation, a firm, a partnership, a joint venture, a venture capital fund, a trust, an unincorporated organization, a joint stock company or other entity or organization, including a government or political subdivision, or an agency or instrumentality thereof and/or any other legal entity;
- (dd) **"Pre-Bid Conference"** shall have the meaning prescribed to it in Clause 5;
- (ee) **"Production Specifications"** means the minimum technical and production standards required for Live Production and ancillary programming, as specified in Schedule 1;

- (ff) **"Qualified Bidder"** shall have the meaning prescribed to it in Clause 11.14;
- (gg) **"RFP"** means this Request for Proposal comprising Instructions to Bidders along with its annexures, and any other addendum issued thereon;
- (hh) **"Selected Bidder"** means the successful Bidder with whom AIFF enters the Contract;
- (ii) **"Selection Process"** shall mean the process set out in this RFP for the submission, evaluation and consideration of Bids, and the identification and selection of the Selected Bidder, including all incidental activities and requirement in connection therewith;
- (ji) **"Sublicensee"** means any third party to whom the Selected Bidder is permitted (with AIFF's prior written consent) to sublicense any portion of the Media Rights and/or the Broadcast Services;
- (kk) **"Technical Bid"** shall mean the part of the Bid submitted by the Bidder demonstrating the technical qualifications of the Bidder and evidencing the Bidder's qualification for appointment as the Selected Bidder in accordance with the eligibility criteria, and for the supply of kits as provided under this RFP and/or the Contract;
- (ll) **"Term"** shall refer to the duration commencing from the date of issue of the LoA and continuing through the end of one (1) month after the completion of the last match of the 2025-26 season of the ISL;
- (mm) **"Territory"** shall mean worldwide;
- (nn) **"Website"** shall mean the website of AIFF accessible at the following URL: <https://www.the-aiff.com/>; and
- (oo) **"World Feed"** means the complete international-standard live audio-visual feed of a Match as produced by the Broadcast Partner in accordance with applicable production standards, without localisation, platform branding or commercial integrations unless approved by AIFF.

## 2.2 Interpretation

In this RFP, unless repugnant to the context:

- (a) any reference to the singular shall include the plural and vice-versa;
- (b) any references to the masculine, the feminine, and the neuter shall include each other;
- (c) references to a "Clause" or "Clauses" refer to the relevant Clause or Clauses of this RFP, unless otherwise stated;
- (d) the Annexures and Schedules form part of this RFP and shall have the same force and effect as if expressly set out in the body of the RFP, and any reference to this RFP shall include reference to any annexures and schedules to it;
- (e) "written" or "in writing" means hand-written, type-written, printed, or electronically made; and
- (f) In the event of any difference or dispute with respect to the interpretation of any term of this RFP, the interpretation of AIFF shall be final and binding.

### 3. INSTRUCTIONS TO THE BIDDERS

#### 3.1 Scope

- (a) In case an applicant possesses the requisite experience and capabilities required for completing the obligations under this RFP, it may participate as a Bidder. The manner in which the Bid is required to be submitted, evaluated, and accepted is explained elsewhere in this RFP.
- (b) The Bidders are advised that the identification of the Selected Bidder shall be based on the Selection Process. Bidders shall be deemed to have understood and agreed to the Selection Process. No explanation or justification shall be given in relation to any aspect of the Selection Process, and AIFF's decisions shall be final, with no right of appeal whatsoever.

#### 3.2 Conflict of Interest

- (a) A Bidder shall not have a conflict of interest (the "**Conflict of Interest**") that affects the procurement process. Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, AIFF shall be entitled to forfeit and appropriate the Bid Security submitted by the Bidder, as the case may be, as mutually agreed genuine pre-estimated compensation and damages payable to AIFF for, *inter alia*, the time, cost, and effort of AIFF including consideration of such Bid, without prejudice to any other right and/or remedy that may be available to AIFF under the RFP and/or the Contract or otherwise.
- (b) Without limiting the generality of the above, a Bidder shall be deemed to have a Conflict of Interest affecting the procurement process, if:
  - (i) the Bidder, its Consortium Member or Affiliate (or any constituent thereof) and any other Bidder, its Consortium Member or any Affiliate thereof (or any constituent thereof) have common controlling shareholders or other ownership interest; provided that this disqualification shall not apply in cases where the direct or indirect shareholding of a Bidder, its Consortium Member or an Affiliate thereof (or any shareholder thereof having a shareholding of more than 5% (five percent) of the paid up and subscribed share capital of such Bidder, Consortium Member or Affiliate, as the case may be) in the other Bidder, its Consortium Member or Affiliate, is less than 5% (five per cent) of the subscribed and paid up equity share capital thereof; provided further that this disqualification shall not apply to any ownership by a bank, insurance company, pension fund or a public financial institution.

For the purposes of this Clause 3.2, indirect shareholding held through one or more intermediate persons shall be computed as follows: (A) where any intermediary is controlled by a person through management control or otherwise, the entire shareholding held by such controlled intermediary in any other person (the "**Subject Person**") shall be taken into account for computing the shareholding of such controlling person in the Subject Person; and (B) subject always to sub-clause (A) above, where a person does not exercise control over an intermediary, which has shareholding in the Subject Person, the computation of indirect shareholding of such person in the Subject Person shall be undertaken on a proportionate basis; provided, however, that no such shareholding shall be reckoned under this sub-clause (B) if the shareholding of such person in the intermediary is less than 26% (twenty-six per cent) of the subscribed and paid up equity shareholding of such intermediary; or

- (ii) a constituent of such Bidder is also a constituent of another Bidder; or

- (iii) such Bidder, its Consortium Member or any Affiliate thereof receives or has received any direct or indirect subsidy, grant, concessional loan or subordinated debt from any other Bidder, its Consortium Member or Affiliate, or has provided any such subsidy, grant, concessional loan or subordinated debt to any other Bidder, its Consortium Member or Affiliate; or
- (iv) such Bidder has the same legal representative for purposes of this Bid as any other Bidder; or
- (v) such Bidder, or any Affiliate thereof, has a relationship with another Bidder, or any Affiliate thereof, directly or through common third party/ parties, that puts either or both of them in a position to have access to each other's information about, or to influence the Bid of either or each other; or
- (vi) such Bidder or any Affiliate thereof has participated as a consultant to AIFF in the procurement process; or
- (vii) such Bidder, its Consortium Member or any Affiliate thereof has any person associated with it who is a member of AIFF.

### 3.3 Fraud and Corrupt Practices

- (a) The Bidders and their respective officers, employees, agents, and advisers shall observe the highest standard of ethics during the procurement process and subsequent to the issue of the Letter of Award ("LoA") and during the subsistence of the Contract. Notwithstanding anything to the contrary contained herein, or in the LoA or the Contract, AIFF may reject a Bid, withdraw the LoA, or terminate the Contract, as the case may be, without being liable in any manner whatsoever to the Bidder or Selected Bidder, as the case may be, if it determines that the Bidder or Selected Bidder, as the case may be, has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice, false statement, misrepresentation, restrictive practice in the procurement process or has violated the terms of the Bid. In such an event, AIFF shall be entitled to cancel the Bid and forfeit and appropriate the Bid Security or the Performance Security submitted by the Selected Bidder, as the case may be, as Damages, without prejudice to any other right or remedy that may be available to AIFF under the RFP and/or the Contract, or otherwise. In such an event, the Bidder will not be entitled to any compensation whatsoever, or refund of any other amount.
- (b) Without prejudice to the rights of AIFF hereinabove and the rights and remedies which AIFF may have under the LoA or the Contract, or otherwise if a Bidder or Selected Bidder, as the case may be, is found by AIFF to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the procurement process, or after the issue of the LoA or the execution of the Contract, such Bidder or Selected Bidder, as the case may be, shall not be eligible to participate in any tender or RFP issued by AIFF during a period of 2 (two) years from the date such Bidder or Selected Bidder, as the case may be, is found by AIFF to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practices, as the case may be.



- (c) For the purposes of this Clause 3.3, the following terms shall have the meaning hereinafter respectively assigned to them:
- (i) **"corrupt practice"** means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with the procurement process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of AIFF who is or has been associated in any manner, directly or indirectly, with the procurement process or the LoA or has dealt with matters concerning the Contract or arising therefrom, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of AIFF, shall be deemed to constitute influencing the actions of a person connected with the procurement process);
  - (ii) **"fraudulent practice"** means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the procurement process;
  - (iii) **"coercive practice"** means impairing or harming, or threatening to impair or harm, directly or indirectly, any person or property to influence any person's participation or action in the procurement process;
  - (iv) **"undesirable practice"** means (A) establishing contact with any person connected with or employed or engaged by AIFF with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the procurement process; or (B) having a Conflict of Interest; and
  - (v) **"restrictive practice"** means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the procurement process.

#### 3.4 **Bid Preparation Cost**

- (a) The Bidders shall bear all costs associated with the preparation and submission of the Bid. AIFF will not be responsible and liable for any costs, regardless of the conduct or outcome of the Bid and/or Bid process.
- (b) All papers submitted with the Bid are neither returnable nor claimable.

#### 3.5 **Right to accept and reject any or all Bids**

- (a) Notwithstanding anything contained in this RFP, AIFF reserves the right to accept or reject any Bid and to annul the procurement process and reject all Bids, at any time without any liability or any obligation for such acceptance, rejection, or annulment, without assigning any reason.
- (b) AIFF reserves the right to reject any Bid if:
  - (i) at any time, a material misrepresentation is made or discovered, or
  - (ii) the Bidder does not respond to requests for supplemental information required for the evaluation of Bids within the stipulated time period or any time period as may be communicated to the Bidder by AIFF; or

- (iii) the Bidder does not adhere to the formats provided in the Annexures to the RFP while furnishing the required information/details.
- (c) Misrepresentation or improper/incorrect response by the Bidder may lead to the disqualification of the Bidder. If such disqualification occurs after the Commercial Bid has been opened and the Selected Bidder gets disqualified/rejected, then AIFF reserves the right to consider the next best Bidder or take any other measure as may be deemed fit in its sole discretion, including annulment of the procurement process and/or appropriation of the disqualified Bidder's Bid Security.

### 3.6 **Amendment of the RFP**

- (a) At any time prior to the Bid Due Date, AIFF for any reason, whether at its own initiative or in response to a clarification requested by eligible Bidder/s, may modify this RFP by way of issuance of an addendum. Such amendments shall be uploaded on the Website through a corrigendum and form an integral part of this RFP. The relevant clauses of this RFP document shall be treated as amended accordingly. It shall be the sole responsibility of the prospective Bidder to check the Website from time to time for any amendment to this RFP. AIFF shall not be responsible for any consequences resulting from the failure of the Bidder to check and consider the amendments made, if any.
- (b) To provide the Bidders with a reasonable time to examine the addendum, or for any other reason, AIFF, at its own discretion, may extend the Bid Due Date by way of communication published on the Website.

### 3.7 **Acknowledgement by Bidders**

- (a) It is desirable that the Bidder submit their Bid after verifying the availability of the data, information and/or any other matter that they consider relevant.
- (b) It would be deemed that by submitting the Bid, the Bidder has:
  - (i) Made a complete and careful examination and accepted the RFP in totality;
  - (ii) Received all relevant information requested from AIFF in relation to the submission of its Bid;
  - (iii) Made a complete and careful examination of the various aspects of the scope of work;
  - (iv) Acknowledged and accepted the risk of inadequacy, error, or mistake in the information provided in the RFP or furnished by or on behalf of AIFF;
  - (v) Satisfied with all matters, things, and information that are necessary and required for submitting an informed Bid and performance of all of its obligations as required under this RFP;
  - (vi) Acknowledged that it does not have a Conflict of Interest, unless disclosed in the format prescribed in Annexure A hereto;
  - (vii) Acknowledged that it is fully cognizant of, and has duly considered, all Applicable Laws, judgments, AIFF constitution and AIFF rules and regulations, as may be relevant for submitting an informed Bid and performance of all of its obligations as required under this RFP; and
  - (viii) Agreed to be bound by the undertakings provided by it hereunder.

- (c) AIFF shall not be liable for any omission, mistake or inadvertent error, on the part of the Bidder in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to this RFP or the process for the selection of the Selected Bidder, including any error or mistake therein or in any information or data given by AIFF.

### 3.8 Preparation and submission of Bids

- (a) No Bidder shall submit more than one (1) Bid.
- (b) The Bid and all related correspondence and documents shall be written in the English language. Supporting documents and printed literature furnished by the Bidder with the Bid may be in any other language, provided they are accompanied by appropriate translations of the pertinent passages in the English language. Supporting materials, which are not duly translated into English and certified by a notary or the relevant sub registrar's office, may not be considered for evaluation. For interpretation and evaluation of the Bid, the English language translation shall prevail.
- (c) The currency for the purpose of the Bid shall be Indian Rupees (INR).
- (d) Submission of non-compliant Bids will result in the Bid being disqualified for being non-responsive.

### 3.9 Format and signing of Bids

- (a) The Bidder shall prepare electronic copies of the Technical Bid and Commercial Bid separately.
- (b) The Bidders shall provide all the information as per this RFP and in the specified formats. AIFF reserves the right to reject any Proposal that is not in the specified formats.
- (c) In case the Bidder intends to provide additional information for which specified space in the given format is not sufficient, it can be furnished in duly stamped and signed PDFs.

### 3.10 Submission of e-bid/Bid

- (a) Each Bidder satisfying the Conditions of Eligibility shall, if it wishes to Bid, submit password protected pdf versions of the Technical and Commercial Bids, simultaneously (being, together referred to as the "**Bid Documents**") as set out below by way of email to [legal@the-aiff.com](mailto:legal@the-aiff.com). The attention of Bidders is drawn to the fact that failure to supply any of the relevant information and/or any material deficiency in the same may as described in this RFP, may lead to the disqualification of such Bids under this RFP.
- (b) The Bidders shall send to AIFF by way of an email to [legal@the-aiff.com](mailto:legal@the-aiff.com) on or before **17:00 hrs IST on the Bid Due Date**, a pdf version of the Bid Documents duly filled in and completed, initialled on each page, signed (where appropriate) by a duly authorised representative of the Bidder and scanned along with attested scanned copies of all supporting documents and papers. The Bidder shall ensure that all documents submitted are in a format that is legible, uncorrupted, and can be readily accessed and opened by AIFF without requiring proprietary or uncommon software.
- (c) All Bid Documents must be delivered to AIFF as part of one (1) email and no further documents will be accepted after the above-mentioned time and date. Such email shall contain two '.zip' files containing the Technical Bid and the Commercial Bid, respectively. In addition, the Bidder shall share a separate email with a list of the documents forming a part of the Bid

Documents mapped with the relevant passwords, which email shall be sent on [legal@the-aiff.com](mailto:legal@the-aiff.com), on or before **17:00 hrs IST on the Bid Due Date**.

- (d) Once submitted, no Bid shall be subsequently amended without the prior written consent of AIFF, which consent AIFF may withhold at its discretion.

### 3.11 Late submission

The time at which the email is received by AIFF is used to determine the time of submission. Once the Bid Due Date and time is over, the Bidder cannot submit its Bid. Bidder must start the Bid submission well in advance so that the submission process occurs smoothly. The Bidder shall be solely responsible if its Bid is not submitted in time due to any problems/faults not attributable to the AIFF, for whatsoever reason, during the Bid submission process.

### 3.12 Withdrawal and resubmission of Bid

- (a) At any point in time, a Bidder may withdraw its Bid, before the date on which the Bid Documents will be opened by AIFF, by way of an email sent from the address using which the Bid Documents were submitted to AIFF.
- (b) No Bid can be resubmitted after the deadline for withdrawal from the procurement process, i.e., the Bid Due Date.

### 3.13 Contacting AIFF

From the time the Bids are opened to the time the Contract is awarded, if any Bidder wishes to contact AIFF, on any matter related to their Bid, it shall do so in writing. Any effort by the Bidder to influence any officer/office bearer of the AIFF in relation to the Bid evaluation or contract award decisions may result in the rejection of the Bidder's Bid.

### 3.14 Right to Vary Scope of Work

AIFF may, at any time during the RFP process, by a written order given to the Bidder, make changes within the general scope of the work. The Bid shall accordingly be amended by the Bidder.

### 3.15 Language of Bid

The Bid submitted by the Bidder and all subsequent correspondence and documents relating to the Bid, exchanged between the Bidder and the AIFF, shall be written in English language. However, the language of any printed literature furnished by the Bidder in connection with its Bid may be written in any other language provided the same is accompanied by an English translation and, for purpose of interpretation of the Bid, the English translation shall prevail.

## 4. BID SCHEDULE

S No	Information	Dates
1.	Publishing of RFP online	18 January 2026
2.	Date of Pre-Bid Conference	23 January 2026
3.	Last date for submission of written queries for clarification.	27 January 2026

S No	Information	Dates
	Bidders that intend to attend the Pre-Bid Conference shall also confirm their intention to attend the Pre-Bid Conference by the same date.	
4.	Issuance of response to written queries	28 January 2026
5.	Last date for Bid submission (“ <b>Bid Due Date</b> ”)	01 February 2026
6.	Opening of Technical Bids	02 February 2026 at 11:00 hrs IST
7.	Technical Presentation by Bidders (if required)	To be confirmed by AIFF
8.	Opening of Commercial Bids	02 February 2026 at 17:00 hrs IST

## 5. PRE-BID CONFERENCE

- 5.1 AIFF will host a pre-bid conference, scheduled as per the details in Bid Schedule in Clause 4 (“**Pre-Bid Conference**”). AIFF shall conduct the Pre-Bid Conference by virtual methods. The purpose of the conference is to provide Bidders with information regarding this RFP and discuss Bidders' queries, together with proposed solutions. AIFF shall provide each Bidder with an opportunity to seek clarifications regarding any aspect of this RFP during the Pre-Bid Conference. Bidders who are interested in participating in Pre-Bid Conference should confirm the same by sending an email confirmation to the email ID provided in this Clause 5. The email confirmation shall be sent on or before the date mentioned in Clause 4. Invitation (link for virtual meeting) to the Pre-Bid Conference will be sent against the receipt of email confirmation only. For the avoidance of doubt, Bidders may raise queries relating to technical broadcast requirements, production specifications, transmission standards, rights packaging and any other matter relevant to Broadcast Services.
- 5.2 Details of proposed/suggested variations/ deviations/ additions from the Bid specification/conditions, if any, should be clearly indicated while sending written queries before the Pre-Bid Conference. Any verbal suggestion/ proposal of variations/ deviations/ additions in the RFP document made during the Pre Bid Conference should also be given in writing to AIFF by 18:00 hours IST on the next working day after the date on which the Pre-Bid Conference is held. This may include, without limitation, suggested variations in production architecture, camera plans, signal delivery methods, or digital distribution workflows.
- 5.3 Any clarifications and all information must be sought via e-mail only to [legal@the-aiff.com](mailto:legal@the-aiff.com). No queries shall be entertained by AIFF after scheduled date and time mentioned in Clause 4, unless notified otherwise by AIFF. Technical queries requiring transmission diagrams, format references, or production layouts shall be clearly identified as “Technical Queries – Broadcast” as part of the clarifications submitted by interested Bidders.

- 5.4 All enquiries or requests for clarification should be sent to AIFF through email only. AIFF shall not be responsible for ensuring that Bidders' enquiries have been received by them. AIFF shall provide a timely response to all questions to all the Bidders. However, AIFF makes no representation or warranty as to the completeness or accuracy of any response, nor does AIFF undertake to answer all the queries that have been posed by the Bidders. All responses given by AIFF will be distributed to all the Bidders by uploading them on the Website.
- 5.5 AIFF shall issue written responses to the queries received as part of Clause 5.4 above, in accordance with the Bid Schedule.
- 5.6 Any clarification issued by AIFF in response to queries raised by prospective Bidders shall form an integral part of this RFP and it may amount to an amendment of the relevant clause(s) of this RFP.
- 5.7 While non-attendance at the Pre-Bid Conference will not be a cause for disqualification of a prospective Bidder, the terms and conditions of the clarifications and any related corrigenda shall be legally binding on all Bidders irrespective of their attendance at the Pre-Bid Conference.
- 5.8 No requests for clarifications shall be entertained after the Pre-Bid Conference.

## **6. SUBMISSION OF BID**

- 6.1 All documents are to be submitted by the Bidder as password-protected PDF or scanned copies on or before the Bid Due Date. The Technical Bid and the Commercial Bid shall be attached to the email as separate files, and there shall be no reference to the Commercial Bid or its contents in the Technical Bid. For the avoidance of doubt, the Technical Bid may include technical production plans, camera layouts, sample past-production reels (in hyperlink form), platform distribution details and other materials relevant to the Broadcast Services, provided that no commercial figures or pricing information is disclosed.
- 6.2 The Bidder is required to submit the following:
- (a) Eligibility Criteria documents as mentioned in this RFP;
  - (b) Technical Bid as mentioned in this RFP;
  - (c) Commercial Bid as per this RFP;
  - (d) Bidder must complete and sign the Undertakings at Annexure A and Annexure B and required documents;
  - (e) Hard copy of the Bids shall not be entertained whatsoever.
  - (f) The Bids submitted must be without any overwriting, interlineations, corrections, double typing, etc. and AIFF reserves the right to reject the Bids submitted in contravention of the Operational Rules.
  - (g) The Bids shall be valid for a period as mentioned under Clause 10.
  - (h) Bidder must ensure that the Technical Bid soft copies do not contain any commercial items /prices.
  - (i) In exceptional circumstances, AIFF may solicit the Bidder's consent for an extension of the validity period. The request and the responses thereto shall be made in writing or by fax or email.

- (j) The Bid should be unconditional. In case of any condition, the Bid shall be treated as non-responsive and disqualified.
- (k) Where applicable, the Bid should be in the prescribed format only. It should also be accompanied by all the requisite documents, as described in this RFP. In respect of the Broadcast Services, such documents shall include, wherever applicable, proof of broadcast experience, past production samples (via links), technical specifications, platform distribution footprint, details of satellite capacity (if proposed), OTT analytics (for digital bidders) and any other documents specified under Schedule 1.

(l) **Rejection of Technical Bids**

- (i) In addition to any other reasons stipulated in this RFP, Technical Bids may be rejected under any of the following circumstances:
  - A. incomplete Bids that do not provide for the complete scope of services as indicated in the Bid-related documents, addendum (if any) and any subsequent information given to the Bidder; or
  - B. information that is found to be incorrect / misleading at any stage; or
  - C. inclusion of Commercial Bid details in a Technical Bid, or Technical Bids that reveal financial quotations or terms, in any form; or
  - D. non-fulfilment of the Eligibility Criteria, set out in Clause 8, by the Bidder; or
  - E. Bids made through telefax/telegraph/fax/by post; or
  - F. Bids which do not confirm unconditional validity of the Bid for forty five (45) days from the date of submission of the Bid; or
  - G. Bids which do not conform to any format prescribed in this RFP; or
  - H. If the Bid does not conform to any other conditions laid down by AIFF under the Operational Rules or this RFP.
  - I. Failure to submit the broadcast-technical documents required under Schedule 1.

(m) **Rejection of Commercial Bids**

- (i) In addition to any other reasons stipulated in this RFP, Commercial Bids may be rejected under any of the following circumstances:
  - A. commercial bids made through Telefax/Telegraphic/Fax/ by post; or
  - B. Bids which do not confirm unconditional validity of the Bid for forty five (45) days from date of submission of the Bid; or
  - C. If the Bid does not conform to any other conditions laid down by AIFF under the Operational Rules or this RFP.

(n) **Other Reasons for Rejection of Bids**

- (i) In addition to any other reasons stipulated in this RFP, Bids may be rejected under any of the following circumstances:
  - A. Bids in which the Bidder seeks to influence AIFF bid evaluation, bid comparison, or contract award decisions; or
  - B. Bids that are submitted late or are found to be incomplete will be rejected; or
  - C. Bidder has directly or indirectly submitted more than one Bid in response to the RFP; or
  - D. The Bidder is found to have submitted falsified broadcast data, inflated reach metrics, fraudulent viewership numbers, or any misrepresentation relating to technical capacity or platform footprint.

(o) **Correction of Errors**

- (i) Bidders are advised to exercise adequate care in quoting the figures. No excuse for corrections in the quoted figures will be entertained after the Commercial Bids are received by AIFF.
- (ii) Arithmetic errors in Bids will be corrected as follows:
  - A. In case of discrepancy between the amounts mentioned in figures and in words, the amount in words shall govern.
  - B. The amount stated in the Bid, adjusted in accordance with the above procedure, shall be considered as binding, unless it causes the overall Bid to fall, in which case the higher price shall govern.

**7. BID SECURITY**

- 7.1 The Bidder shall furnish along with its Bid, a Bid Security/Earnest Money Deposit (EMD) for an amount of Indian Rupees Five lakhs (INR 5,00,000/-), valid for a period of forty five (45) days from the Bid Due Date.
- 7.2 In the event the Bidder is exempted from furnishing such Bid Security pursuant to any notification of AIFF to that effect, then the Bidder shall furnish the relevant notification along with required documents. If no such notification or relevant documents is furnished along with the Bid, the Bid shall be treated as unresponsive and shall be summarily ignored without any further reference.
- 7.3 The Bid Security shall be furnished in one of the following forms:
  - (a) Any online acceptable method (NEFT/RTGS) as per the following details (the Bidder must submit a copy of UTR No. in case the transaction is done by this method):

A/C NAME: All India Football Federation  
A/C NUMBER: 10076105671  
BANK NAME: IDFC First Bank  
BANK BRANCH: Gurgaon Golf Course Road Branch  
A/C TYPE: Savings  
IFSC CODE: IDFB0021001



- (b) Demand Draft/Bankers Cheque/Fixed Deposit Receipt from a scheduled commercial bank drawn in favor of All India Football Federation on or before the Bid Due Date, and a scanned copy of the same shall be submitted along with the Technical Bid submitted under this RFP.
- 7.4 The Bid Security shall be valid for a period of 45 (Forty-Five) days beyond the validity period of the Bid as mentioned in Clause 10.
- 7.5 The Bid Security of unsuccessful Bidders will be returned within one (1) month of signing of the Contract by the Selected Bidder.
- 7.6 The Bid Security of successful Bidder will be returned without any interest after execution of the Contract.
- 7.7 The Bid Security may be forfeited if a Bidder:
  - (a) Withdraws or amends or impairs or derogates its Bid during the period of Bid validity or any extension thereof without the prior written approval of AIFF; or
  - (b) Fails to accept orders issued in its favour for execution, and/or violates the terms and conditions of the Contract; or
  - (c) Successfully qualifies for the Bid but fails to sign the Contract within the stipulated time; or
  - (d) If the Bidder tries to influence the Selection Process; or
  - (e) If any misrepresentation of facts is discovered in the Bid.

## 8. ELIGIBILITY CRITERIA

- 8.1 Bidders must carefully read the conditions of eligibility (the "**Eligibility Criteria**") provided herein. Bids of only those Bidders who satisfy the Conditions of Eligibility will be considered for evaluation by AIFF.
- 8.2 Each Bidder must fulfil the following qualification criteria:
  - (a) **Valid Incorporation:** The Bidder must be validly incorporated under the laws of India and be an existing and going concern in India. Foreign entities interested in participating in the Bid may submit their Bid, provided that they are validly incorporated and registered under the applicable laws of their jurisdiction. In cases where a foreign entity is participating as part of a Consortium, the Lead Member of such Consortium shall either be incorporated in India or shall undertake to establish a subsidiary in India before the execution of the Contract with AIFF. Foreign entities bidding independently shall submit an affidavit confirming that they shall establish a subsidiary or branch office in India prior to execution of the Contract and that they hold, or will obtain in a timely manner, all telecommunications, uplink/downlink, OTT and regulatory permissions necessary to perform the Broadcast Services.
  - (b) **GST Compliant:** The Bidder should be validly registered under the laws relating to the Goods and Services Tax.

- (c) A Bidder must demonstrate that it qualifies either as (i) a Broadcaster (as defined below), or (ii) an Internet Operator (as defined below).

A “**Broadcaster**” is an entity whose primary business is broadcasting and/or transmitting by television delivery in India, and for which it has obtained all necessary legal, regulatory, and governmental approvals, licenses and consents, on its own platform, in accordance with the applicable laws of India. For the avoidance of doubt, any entity which merely facilitates such broadcasts or transmissions (including for example telecom operators, cable operators and satellite operators) shall not qualify as a “Broadcaster” for the purposes of this RFP.

An “**Internet Operator**” is an entity that owns and/or operates an appropriate platform on the Internet on which it has distributed live, sports content.

- (d) **Financial Capability:** The Bidder must have Networth of at least Indian Rupees Ten Crores (INR 10,00,00,000/-) at the close of Financial Year preceding the Bid Due Date i.e. FY 2024-2025. In this regard, it is clarified that in the context of any Consortium Bidder, the cumulative Networth of the Consortium Bidder (i.e., the aggregate of Networth of all the Consortium Members), shall be a minimum of Indian Rupees Ten Crores (INR 10,00,00,000/-) at the close of Financial Year preceding the Bid Due Date i.e. FY 2024-2025. In case the audited financial statements for FY 2024-25 are not available, then the provisional financial statements attested by a Chartered Accountant shall be submitted by the Bidder.

*"Networth" shall mean the sum of subscribed and paid up equity and reserves from which shall be deducted the sum of revaluation reserves, miscellaneous expenditure not written off and reserves not available for distribution to equity shareholders. In the case of Limited Liability Partnerships (LLPs) or other entities that do not have subscribed and paid-up equity, "Networth" shall be construed as the sum of partners' capital contributions and accumulated retained earnings (including undistributed profits), from which shall be deducted the sum of revaluation reserves, miscellaneous expenditure not written off, accumulated losses, and reserves not available for withdrawal or distribution to partners.*

- (e) **Technical Ability:**

- (i) The Bidder must have experience in broadcasting, or streaming live sporting events of national or international repute for at least **three (3) continuous years** prior to the Bid Submission Date;
- (ii) The Bidder must have produced and/or distributed or procured the production and/or distribution of live broadcast feeds for at least one (1) event sanctioned by a national sports federation or one (1) professional sports league in India for a minimum of two (2) full seasons; and
- (iii) The Bidder has a minimum average annual revenue of Indian Rupees Ten Crores (INR 10,00,00,000/-) over the last three completed financial years, i.e. FY 2022-23, 2023-24 and 2024-25.

- (f) **Fit and Proper Person:** For determining whether a Bidder is a 'Fit and Proper Person', AIFF may take the indicative criteria mentioned in this clause.

- (i) Financial integrity of the Bidder.
- (ii) Ability of the Bidder to undertake the Broadcast Services and fulfil all technical, commercial and regulatory requirements under this RFP;

- (iii) The Bidder must not have been convicted by any court of a criminal offence involving moral turpitude, fraud, or financial misconduct.
  - (iv) The Bidder must not be involved in any pending or ongoing litigation, arbitration, or other claims, whether initiated by the Bidder against AIFF or by AIFF against the Bidder.
  - (v) Absence of any previous debarment of the Bidder, in accordance with the General Financial Rules, 2017 (provided such debarment is still existing).
  - (vi) Absence of any disqualification as specified below:
    - A. Conviction of the Bidder or any of its respective directors, partners, executives, or key managerial personnel by any judicial body for any offence involving moral turpitude, economic offence, securities laws or fraud or any offence under the Prevention of Corruption Act, 1988 or any other law for the time being in force.
    - B. Breach of any contract entered into with the All India Football Federation, which was not remedied for a period of thirty (30) days from the day of notice of such breach.
    - C. Admission of an application for winding up, or liquidation under Applicable Laws against the Bidder or any of its or their respective directors and partners.
    - D. Any action or proceeding being initiated under the insolvency and bankruptcy laws under the Applicable Law, including but not limited to declaration of insolvency or bankruptcy, disqualification or derecognition by any professional body being initiated against the Bidder.
    - E. Any past banning by a sports governing body from providing media, broadcast or production services;
    - F. Current or previous banning of the Bidder or its respective directors, partners, executives, or key managerial personnel by the governing body of any sport from supplying any form of goods and/or services including kits.
    - G. Default by the Bidder or any of its or their respective directors of any of its obligations to a financial institution or has defaulted on any of its obligations to a financial institution in the last 3 (three) Financial Years preceding the Bid Due Date.
    - H. Blacklisting of the Bidder by any government authority.
- 8.3 Consortium, joint ventures or joint bidders (each a "**Consortium**" and each entity in the Consortium referred to as a "**Consortium Member**") may submit a Bid ("**Consortium Bid**") provided that:
- (a) each Consortium Member which has submitted a Consortium Bid must be a Fit and Proper Person;
  - (b) each Consortium Member is jointly and severally liable for the acts of the other Consortium Member(s) forming a part of the Consortium in relation to its Bid;

- (c) in the event the Consortium is declared the Selected Bidder, it shall incorporate a special purpose vehicle (the "**SPV**") under the laws of India, for entering into the Contract with AIFF and for performing all its obligations in terms of the Contract. However, it is clarified that in such case, the Selected Bidder's obligation will commence from the date on which the LOA is signed by AIFF and the Selected Bidder;
- (d) For each Consortium:
  - (i) there must be no more than three (3) Persons who are members in the Consortium;
  - (ii) the Consortium must fully describe in its Bid the relevant Consortium agreement and all relevant arrangements in relation to the Consortium, and produce the same upon request;
  - (iii) the Consortium must nominate one (1) Consortium Member as the lead member ("**Lead Member**"), who shall have an equity share holding of at least 51% (fifty one per cent) of the paid up and subscribed equity of the SPV. The nomination(s) shall be supported by a Power of Attorney, signed by all the other Consortium Member(s). Lead Member shall be the contact person for AIFF in relation to this RFP and any Bid submitted by it, and AIFF shall deal with such Lead Member in place of the remaining Consortium Member(s) in relation to this RFP and any Bid submitted by such Consortium.
  - (iv) Any Person who is part of a Consortium will not be eligible to submit any other Bid, whether individually or as part of any other Consortium.

## 9. DOCUMENTS TO BE SUBMITTED ALONG WITH THE BID

- 9.1 Documents supporting the Eligibility Criteria as laid down in this RFP forming a part of the Technical Bid, in a password protected pdf format, including:
- (a) Certificate of incorporation or any other document evidencing registration. In case of a foreign entity, an undertaking to comply with the Eligibility Criteria, where applicable;
  - (b) A certificate issued by a licensed chartered accountant certifying the Networth at the close of Financial Year preceding the Bid Due Date i.e. FY 2024-2025. In the case of a Consortium, such certificate shall be submitted for each Consortium Member. Such certificate should include the UDIN applicable to such attestation. The Networth amount must be at least Indian Rupees Ten Crores (INR 10,00,00,000/-).
  - (c) Audited Annual Reports of the Bidder (of each Member in case of a Consortium) for the last 3 (three) financial years preceding the Bid Due Date i.e. FY 2022-2023, FY 2023-2024 and FY 2024-2025. In case the audited financial statements for FY 2024-25 are not available, then the provisional financial statements attested by a Chartered Accountant shall be submitted by the Bidder.
  - (d) A self-attested declaration to establish the past experience of the Bidder (and/or any of its members in case of Consortium) in the sourcing, production, quality control, supply, and distribution of sports apparel and equipment. Such declaration should mention the volume and scale of similar past projects undertaken.
  - (e) Technical presentation detailing the production plan, distribution plan and content utilisation plan.

- (f) A true copy of an appropriately notarized power of attorney or a certified true copy of a duly executed board resolution, in each case authorizing the relevant representative to sign all relevant documents asked in this RFP on behalf of the Bidder (of each Member in case of a Consortium).
- (g) In the case of a Consortium, the Consortium Members (authorized representative of each Consortium Member) should submit a Power of Attorney authorizing the Lead Member to sign all relevant documents asked in this RFP on behalf of the Bidder.
- (h) Undertaking that the Bidder meets the Fit and Proper Person criteria as laid down in this RFP. To be submitted by each Member in case of a Consortium.
- (i) A copy of the PAN Card and GST Registration of the Bidder.
- (j) Undertaking in format annexed at Annexure A and Annexure B.

9.2 The following information shall form a part of the Commercial Bid of the Bidder:

- (a) The Bidder shall quote a fee exclusive of all taxes, levies, duties, transportation, packaging, packing and all other incidentals excluding GST that shall be payable by the Bidder to AIFF, in lieu of the rights awarded to it under Schedule 2 of this RFP. The Bid shall be in Indian Rupees only.
- (b) The Commercial Bid shall be sent by way of an independent pdf file describing the fee proposed by the Bidder.

9.3 The authorized signatory of the Bidder must sign the Bid, duly stamped at appropriate places with initial on all the pages of the Bid, including Addendum if any issued.

9.4 No condition shall be attached to the Bid. Conditional Bids shall be summarily rejected.

9.5 The prices quoted by the Bidder shall remain firm and fixed during the currency of the Contract and not subject to variation on any account except statutory variation, if any.

## **10. BID VALIDITY**

10.1 The Bids shall be valid for a period of forty-five (45) days from the date of submission of the Bids. A Bid valid for a shorter period may be rejected as non-compliant. On completion of the validity period, unless the Bidder withdraws the Bid in writing, it will be deemed to be valid until such time that the Bidder formally (in writing) withdraws the same.

10.2 AIFF shall make its best effort to complete discussions/clarifications within this period. However, in exceptional cases, the Bidders may be requested by AIFF to extend the validity of their Bids up to a specified period. The Bidders, who agree to extend the Bid validity, shall extend the same without any change or modification of their original Bid.

10.3 In case the day up to which the Bids are to remain valid falls on or subsequently declared a holiday or closed day for AIFF, the Bid validity shall automatically be extended up to the next working day.

## 11. RFP PROCESS

- 11.1 This RFP is only illustrative in nature and all narrations are intended to be used by the Bidder as preliminary background information. This RFP is not exhaustive and does not necessarily contain all the relevant information in relation to the Bid process. For the avoidance of doubt, technical specifications relating to production, transmission or delivery of the Broadcast Services are indicative, and Bidders are expected to make their own independent assessment.
- 11.2 AIFF reserves the right to withdraw the RFP and/ or amend the requirements or information contained in this RFP at any time prior to the Bid Due Date, save in relation to the Eligibility Criteria. Any amendment or clarification relating to production standards, rights definitions, delivery formats, or other broadcast-specific obligations shall be deemed an amendment to Schedule 1 and Schedule 2.
- 11.3 AIFF reserves the right to:
- (a) rank the Bidders in order of the attractiveness of the respective Bids submitted.
  - (b) accept or reject any or all Bids (including the most competitive Commercial Bid) in its absolute discretion, without assigning any reasons for the same.
  - (c) extend the time for submission of Bids at its sole discretion at any time before the Bid Due Date, in case of any amendments in the RFP, with the amended RFP to be duly notified on the Website and the same to be binding on all the Bidders.
  - (d) seek additional technical materials relating to production capability, past broadcast samples, delivery architecture or platform analytics.
- 11.4 In the event of any misstatement or misrepresentation including any falsification or inflation of broadcast viewership data, OTT analytics, platform concurrency metrics, production infrastructure details, or past broadcasting experience, being discovered or detected in the information furnished / documents submitted by the Bidder in response to this RFP or at any later stage or in the event of any contravention by the Bidder of any condition or criterion stipulated by AIFF, AIFF shall have the right to terminate or cancel the appointment / engagement of the Bidder, and nothing shall be payable or be paid by AIFF to the Bidder as damages or penalty.
- 11.5 AIFF will not be liable for any costs, damages or losses including costs incurred for preparation of technical broadcast materials, sample footage, production layouts or platform-analytics submissions, arising out of, or in relation to the Bid process, incurred by any Bidder participating in this RFP, if AIFF decides to cancel or withdraw the RFP, for any reason whatsoever. The Bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including but not limited to costs incurred in conduct of informative and other diligence activities, participation in meetings / discussions / presentations, preparation of proposal or costs incurred for providing any additional information required by AIFF to facilitate the evaluation process.
- 11.6 The submission of a response to this RFP by any Bidder confirms the Bidder's acceptance of all terms and conditions of this RFP including the amended terms and conditions (if any). Further, by doing so, the Bidder acknowledges that it has:
- (a) examined and understood the extent of the rights, including the Media Rights, Broadcast Services, production obligations, and delivery requirements set out in Schedule 1 and Schedule 2 and other information made available in writing by AIFF, for the purpose of this RFP;

- (b) examined all information relevant to the risks, contingencies and other circumstances that could affect the RFP; and
  - (c) satisfied itself as to the correctness and sufficiency of the RFP.
- 11.7 Bidders to this RFP or their agents may not make any contact with any party employed by or directly associated with AIFF or any of its partners in relation to this RFP. In case a Bidder attempts to influence AIFF in AIFF's decision on scrutiny, comparison & evaluation of Bids and awarding the Contract, the Bid of the relevant Bidder shall be liable for rejection in addition to appropriate administrative actions being taken against that Bidder, as deemed fit by AIFF.
- 11.8 AIFF will open the bids at the specified date, time and place as indicated in the Bid Schedule at Clause 4 above. If due to administrative reasons the venue / date/ time of bid opening are changed, the same will be notified on the AIFF's website.
- 11.9 In case the specified date of bid opening falls on a holiday or is subsequently declared a holiday or closed day for AIFF, the bids will be opened at the appointed time and place on the next working day.
- 11.10 From the time the Bids are opened to the time that the Contract is awarded, the Bidders should not contact AIFF/BEC on any matter related to its Bid. Any effort by the Bidder(s) to influence AIFF/BEC in the examination, evaluation, ranking of Bids, and recommendation for award of Contract may result in the rejection of the relevant Bidder's Bid forthwith.
- 11.11 AIFF shall constitute a Bid Evaluation Committee of three (3) members ("**BEC**") for the evaluation of Bids, selection or shortlisting of Bidders.
- 11.12 Prior to the evaluation of the Bids, AIFF will determine the substantial responsiveness of each Bid to the RFP. For purposes of these clauses, a substantially responsive Bid is one, which conforms to all the terms and conditions of the RFP including Eligibility Criteria without material deviations. However, AIFF may waive minor deviation and /or minor irregularity and/or minor nonconformity in the Bid.
- 11.13 Technical Bids will be opened in the first instance and evaluated strictly on the technical broadcast criteria set out in Clause 11.20, including production standards, platform capability, and experience, at the prescribed date and time as indicated in the Bid Schedule. These Bids shall be scrutinized and evaluated by the BEC with reference to the criteria described hereinbelow. Thereafter, in the second stage, the Commercial Bids of only the technically acceptable bids/offers (as decided in the first stage) shall be opened for further scrutiny and evaluation on a date notified after the evaluation of the Technical Bid.
- 11.14 Only those Bidders obtaining a minimum score of seventy per cent (70%), i.e., thirty five (35) or more points in the evaluation of their Technical Bid would be eligible to be evaluated in the second part of the Selection Process. Minimum technical qualification shall include meeting the mandatory broadcast thresholds (production experience, platform capability, delivery architecture). A Bidder who gets the prescribed minimum points in the Technical Bid evaluation shall constitute a "**Qualified Bidder**".
- 11.15 The Bids of the Bidders, who do not meet the minimum score prescribed in Clause 11.14, will be treated as non - responsive and will not be considered further.

11.16 In determining the final selection of the Bidders, the eligible Bids that have the highest value in their Commercial Bid will be given a financial score of one hundred (100), and the other Bids will be given financial scores that are inversely proportional to their value. For the avoidance of doubt, the “highest value” in this context refers to the highest license fee and/or production fee proposed to be paid to AIFF

11.17 The method of identification of the Selected Bidder shall be on the basis of quality and cost based selection (70:30). AIFF shall identify the Selected Bidder in accordance with the quality and cost based selection method set out hereinbelow:

- (a) In identifying the Selected Bidder, the technical quality of the Bid will be given a weightage of seventy per cent (70%) of the scores they obtain in accordance with Clause 11.14 above.
- (b) The Commercial Bid after being ranked in the manner described in Clause 11.16 above shall be allocated a weightage of thirty per cent (30%).
- (c) To determine the total score allotted to Qualified Bidders, the following formula shall be employed:

Total Score:  $(0.7 \times \text{Technical Score}) + (0.3 \times \text{Financial Score})$ , where Technical Score shall stand for the total marks awarded to the Technical Bid of a Bidder, and the Financial Score shall stand for the marks awarded to the Commercial Bid of a Bidder.

- (d) The Bids will then be ranked in descending order, on the basis of the total points scored. The proposal with the highest points will be ranked highest and be identified as the “**Selected Bidder**”.
- (e) For example, if the Technical Bid of a Bidder has been awarded thirty five (35) marks, and the said Bidder’s financial score is also the highest amount proposed to AIFF, then the formula shall be applied in the following manner:

$$\text{Total Score} = (0.7 \times 35) + (0.3 \times 100)$$

$$\text{Total Score} = (24.5) + (30)$$

$$\text{Total Score} = 54.5$$

11.18 In the event, two or more Qualified Bidders’ Total Score is the same, the Qualified Bidder with the higher score in the Technical Bid evaluation, shall be declared as the Selected Bidder. In case there is a tie among Qualified Bidders on above criterions, a draw of lots will be done to identify the Selected Bidder.

11.19 In the event that the Selected Bidder withdraws or is not selected for any reason in the first instance, AIFF may invite all the remaining Qualified Bidders to extend the validity of their Bids, as necessary, and match the Commercial Bid of the aforesaid Selected Bidder. If in the second round of bidding, only one Qualified Bidder matches the initially Selected Bidder, it shall be declared as the new Selected Bidder. Any tie in this stage shall be resolved in accordance with the process described in Clause 11.18 to resolve such ties.



11.20 The criteria, sub-criteria for evaluation to be followed to evaluate the Technical Bid shall be as follows:

S No	Criteria	Evidence Required
1.	Valid Incorporation (Clause 8.2(a))	Certificate of Incorporation; undertaking for foreign entities regarding establishment of Indian subsidiary/branch.
2.	GST Compliance (Clause 8.2(b))	Copy of GST registration certificate.
3.	Financial Capability (Clause 8.2(c))	A certificate issued by a licensed chartered accountant certifying the Networth at the close of Financial Year preceding the Bid Due Date i.e. FY 2024-2025. In the case of a Consortium, such certificate shall be submitted for each Consortium Member. Such certificate should include the UDIN applicable to such attestation. The Networth amount must be at least Indian Rupees Ten Crores (INR 10,00,00,000/-).
4.	Broadcast Experience – National / Top-Tier Leagues (Clause 8.2(e)(i))	Copies of contracts / work orders for live production of professional sports events that are (a) organised by national sports federation events, or are (b) national leagues, or top-tier championships for the last three (3) or more years; include broadcaster affidavits / completion letters.
5.	Production Experience (Clause 8.2(e)(ii))	Proof of production of at least 2 full seasons of a professional league or equivalent sports property; include details of matches covered, camera plans, output quality. It is clarified that the production may either have been carried out by the Bidder itself or through an agency that has been specifically engaged by the Bidder for the ISL.
6.	Minimum Annual Revenue (Clause 8.2(e)(iii))	A certificate issued by a licensed chartered accountant certifying the minimum average revenue over the last three completed financial years. Such certificate should include the UDIN applicable to such attestation.
7.	Sample Broadcast Footage (Clause 8.2(e)(iv))	Hyperlinks to past multi-camera sports events produced by the Bidder; must include one full-match example; AIFF may reject inaccessible links.
8.	Production Infrastructure Capability	Detailed OB van specs, camera list, replay systems, graphics package, crew plan, uplink/downlink/fibre capacity. It is clarified that the Bidder shall demonstrate either ownership or capability to access necessary infrastructure to deliver the services required under this RFP.

S No	Criteria	Evidence Required
9.	Digital / OTT Platform Capability (if applicable)	Certified analytics showing concurrency, watch-time, monthly active users, and platform capacity; must be IAB-accredited (Google Analytics, comScore, etc.).
10.	Fit and Proper Person (Clause 8.2(f))	An undertaking from the Bidder that they are a Fit and Proper Person. In case of a Consortium, each member of the Consortium shall submit such declaration.

## 12. AWARD OF CONTRACT

- 12.1 The Selected Bidder will be notified of the award by AIFF prior to the expiry of the Bid's validity period. The Selected Bidder shall be responsible to fulfil its obligations under this RFP, upon issue of a valid LoA.
- 12.2 Before the expiry of the Bid's validity period, AIFF will notify the Selected Bidder in writing, by way of an e-mail that its Bid, has been accepted by AIFF. AIFF shall simultaneously issue a letter of award to the Selected Bidder. The Selected Bidder must furnish to AIFF, a performance security (in the form of an irrevocable bank guarantee) equivalent to ten per cent (10%) of the value of goods to be supplied under the Contract valid for a period of up to sixty (60) days after the expiry and/or earlier termination of the Contract ("**Performance Security**"), within fifteen (15) days from the date of signing of the letter of award, failing which the Bid Security will be forfeited and the award will be cancelled. Further terms and conditions relating to the Performance Security shall be mutually agreed by the Parties, as part of the Contract.
- 12.3 The Bid Security will be released in favour of the Selected Bidder, upon receipt of the Performance Security.
- 12.4 Upon signature of the letter of award by both Parties, AIFF will share the draft of the Contract with the Selected Bidder. AIFF and the Selected Bidder shall complete negotiations relating to the Contract within fifteen (15) days from the date of issue of the contract and execute the same. Failure to comply with this provision, shall entitle AIFF to forfeit the Bid Security without any further notice to the Selected Bidder.
- 12.5 Failure of the Selected Bidder to deliver the Performance Security and sign the Contract in accordance with this Clause 12 shall constitute sufficient grounds for AIFF to annul the award under this RFP, and forfeit the Selected Bidder's Bid Security.
- 12.6 Failure of the Selected Bidder in providing Performance Security and/or signing the Contract shall make the Selected Bidder liable for forfeiture of its Bid Security and, also, for further actions by AIFF, as may be further detailed under the Contract, including but not limited to be suspended from entering into any further contracts with AIFF for a limited period of time.

## 13. COMMERCIAL CONSIDERATION

- 13.1 Payment under the Contract shall be made in Indian Rupees, as per timelines agreed in the Contract.
- 13.2 Where there is a statutory requirement of tax-deduction-at source, such deduction towards income tax and other taxes, shall be made by the Selected Bidder, at rates as notified by the relevant governmental authority from time to time.

## **14. CONFIDENTIALITY**

- 14.1 Information relating to the evaluation of Bids, as part of the Selection Process and recommendation concerning awards made by the BEC, shall not be disclosed to the Bidders who submitted Bids or to other persons that are not officially concerned with the process, until the signing of the Contract.

14.2 The undue use by any Bidder of any information related to the Selection Process may result in the rejection of its Bid and blacklisting by AIFF. The Selected Bidder and its representatives shall not, either during the term or after the expiration of the Contract, disclose any proprietary information or confidential information relating to the services, contractor business, or operations of AIFF without the prior written consent of AIFF.

14.3 All information and documents that are furnished by the Bidder will be treated as strictly confidential by AIFF/BEC and shall not be disclosed by AIFF/BEC to any other party, or otherwise used by itself, other than (a) for evaluating the Bids submitted; or (b) as required by Applicable Law.

## **15. MISCELLANEOUS**

15.1 Save as expressly authorized by AIFF in writing, the Selected Bidder shall not, without the prior express approval of AIFF, incur any liabilities on behalf of AIFF, pledge the credit of AIFF or make any representations or give any warranty on behalf of AIFF.

15.2 The mere submission of Bids in response to this RFP by a Bidder, or the rejection thereof by AIFF in its absolute discretion, shall not itself constitute any relationship, legal or otherwise, between AIFF and the Bidder or give rise to or be deemed to give rise to any cause or grievance to the Bidder against AIFF and further shall not for any reason or in any manner confer on the Bidder any right or entitlement to raise any claim regarding any term or condition contained herein nor in respect of any act or omission or decision taken by AIFF.

15.3 The Bidder must strictly comply with all terms and conditions prescribed herein.

15.4 AIFF reserves the right to call upon any or all the Bidders to satisfy AIFF regarding the correctness and genuineness of any document submitted or information furnished by the Bidder or may call for any additional documents/information from the Bidders to verify the information provided by the Bidder or may further seek any clarification or elaboration from the Bidder at any time before the award of the Contract. However, this shall not be construed to confer any kind of right or entitlement on the Bidder to submit any additional document/information after the submission of its Bid. Further, AIFF may call upon any or all the Bidders to make a presentation to BEC in respect of the capabilities represented by the Bidder at any time before the award of the Contract. Any Bidder who refuses to or otherwise neglects to make such presentation to BEC shall not be considered for any further evaluation and shall stand immediately disqualified from the Selection Process.

15.5 The mere instance of AIFF seeking any clarifications on any aspect of a Bid from the relevant Bidder would not entitle the Bidder to change or cause any change in the substantive part of the documents submitted. Any non-substantive change in the documents submitted shall be made with the leave of AIFF.

15.6 AIFF is under no obligation to declare the Bidder awarded the highest marks for its Commercial Bid as the Selected Bidder. The quality of services anticipated to be provided by the Bidder (to be determined primarily based on the documents/information provided by the Bidder) shall be a material criterion for awarding the Bid.

15.7 The Selected Bidder shall receive a performance certificate issued by AIFF to the Selected Bidder upon satisfactory discharge of its services described in this RFP.

15.8 No financial adjustments to the Bids shall be made after the submission of the Bid on account of the failure of the Bidder to appraise itself of any legal or local operational conditions / factors.

## 16. FORCE MAJEURE

Neither party shall be responsible for any failure to perform due to the occurrence of Force Majeure Events.

## 17. INTELLECTUAL PROPERTY RIGHTS

17.1 The Selected Bidder will ensure that there is no violation of Intellectual Property Rights ("IPR") (including any third-party owned intellectual property right) or any other law in force while rendering the services/exercising the Rights and shall comply with the terms stipulated in the Contract in this regard.

17.2 The Selected Bidder expressly acknowledges and agrees that all rights, title, and interest, including all present and future copyright and all other IPR, in and to the host broadcast feed, world feed, clean feed, dirty feed, isolated feeds, commentary, graphics, analytical enhancements, audio elements, statistical data, metadata, logs, archives, raw footage, highlights, production elements, scripts, rundowns, visual/aural materials, and all other results and proceeds of the Services (collectively, the "**Works**"), whether completed or in progress, shall vest exclusively and absolutely in AIFF from the moment of creation, on a work-made-for-hire basis.

To the extent any of the Works are not considered works-made-for-hire under applicable law, the Selected Bidder hereby assigns, with full title guarantee, by way of a present assignment of future rights, all such rights in the Works to AIFF, worldwide, in perpetuity and on a royalty-free basis.

17.3 Such assignment includes, without limitation, all rights of reproduction, communication to the public, broadcast, re-broadcast, transmission (terrestrial, satellite, cable, IPTV, OTT, internet), streaming (live or delayed), archival, adaptation, editing, distribution, commercialisation, syndication, sublicensing, clip rights, highlights rights, data rights, and all allied and ancillary rights in all media now known or hereafter devised, worldwide and in perpetuity.

17.4 The Selected Bidder shall execute all documents, confirmations, assignments, and instruments reasonably required by AIFF to perfect, record or give effect to the assignment contemplated herein, and shall provide such cooperation as may be necessary to enable AIFF to exercise its rights in the Works without restriction.

17.5 If, by operation of law, any rights in the Works cannot be assigned, the Selected Bidder hereby grants AIFF an irrevocable, exclusive, worldwide, sub-licensable, transferable, perpetual and royalty-free licence to use, modify, edit, exploit, commercialise, broadcast, distribute, adapt, and otherwise deal with such rights in any manner whatsoever.

17.6 AIFF grants the Selected Bidder a limited, non-exclusive, non-transferable, royalty-free licence, during the Term, and solely for the purpose of producing, promoting, and delivering the Broadcast Services, to use the AIFF Marks strictly in accordance with AIFF's brand guidelines and written instructions. Any use beyond the scope expressly authorised herein is prohibited.

17.7 The Selected Bidder shall comply with all brand usage requirements, technical standards, content specifications, and instructions issued by AIFF regarding use of AIFF's IPR, and shall not use or permit any use that would dilute, tarnish, or impair such rights.

17.8 All IPR in any document, report, commentary script, digital asset, production plan, graphic package, broadcast enhancement, data or statistics compilation, or any other material prepared by the Selected Bidder in connection with the Broadcast or the Services shall vest exclusively with AIFF, and AIFF shall be entitled to use, adapt, commercialise, license, or exploit such materials without restriction and without attribution or payment to the Selected Bidder.

## **18. INDEMNITY**

- 18.1 The Bidder shall, at its own cost and expenses, defend and indemnify AIFF against all third-party claims arising out of or relating to the performance obligations in terms of the Contract, breach of Contract, including those of infringement of IPR, including patent, trademark, copyright, trade secret or industrial design rights, arising from the actions of the Bidder, in India or internationally. The Bidder shall expeditiously meet and defend any such claims, upon being notified of the same by AIFF.
- 18.2 If AIFF is required to pay compensation to a third party attributable to the actions of the Bidder, or otherwise on account of any wrongful actions attributable to the Bidder, the Bidder shall fully reimburse AIFF thereof, including all expenses and court and legal fees in relation to such claims.

## **19. SUBCONTRACTING**

The Selected Bidder may sub-contract some part of the services in this RFP, with the prior written approval of AIFF in compliance with the provisions of the AIFF constitution. However, the Bidder will be entirely and solely responsible for execution and performance of the services and will be wholly responsible and liable for the actions of its subcontractors.

## **SCHEDULE 1**

### **PART A: PRODUCTION SPECIFICATIONS**

1. Full uninterrupted Match coverage with a break in coverage only at halftime.
2. The Feed for each Match forming a part of a Competition shall commence at least thirty (30) minutes before the scheduled start of play with continuous, clean transmittable wide shots of the warm-up of the teams participating in a Match. The live Broadcast of such Match shall commence at least twelve (12) minutes before the scheduled kick-off time.
3. The following elements must be incorporated into the Feed:
  - (a) Logo approved by AIFF;
  - (b) Teams taking the field of play at the start of a Match or every restart;
  - (c) Wide shots of the field of play;
  - (d) Teams leaving the field of play after each half and the end of a Match;
  - (e) Replays that do not interfere with the flow of play; and
  - (f) Any other element that AIFF required the Broadcast Partner to incorporate into the Feed from time to time.
4. The Broadcast Partner may present new enhancements or technologies that can be integrated into the Feed to AIFF, from time to time. The approval of such enhancements to be incorporated into the Feed shall be solely at the discretion of AIFF.
5. High Definition (1080i/50) feed in 16:9 aspect ratio to be available for live streaming.
6. Production liaison and administration of arrangements with AIFF, any other third-party entity approved by AIFF and any existing partners and/or contractors for the Matches. AIFF shall provide the facilities described in Schedule 3 below.
7. The minimum camera coverage (in terms of both the number and position of cameras) in accordance with the applicable camera plan set out in this Schedule that applies to the relevant Match.
8. Replay functionality.
9. Fully mixed international sound with clean sound effects.
10. Match coverage augmented by graphics package, as set out below and subject to the prior approval of AIFF, which approval shall not be unreasonably withheld.
11. Basic English language Commentary team which must be a minimum of 2 (two) commentators, as approved by AIFF. The Commentary included in the Feed in any language will require the following: (i) At least one (1) commentator of national repute per Match; and At least two (2) commentators per Match for television and/or digital transmission.

12. All match copies must also be maintained locally and delivered to AIFF on a hard drive upon request.
13. AIFF shall not be responsible for obtaining any permission and clearance to use and permit the use of such Commentary in all programming in the Territory in perpetuity. Obtaining such clearance shall be the sole responsibility of the Rights Holder.
14. At the end of the Term of the Contract, the Rights Holder shall provide AIFF with the master copy of the Feed without any watermarks and/or commercial insertions in a format that is requested by AIFF along with digital files of each camera footage.

#### **PART B: MINIMUM BROADCAST OBLIGATIONS**

1. Transmit one hundred per cent (100%) of the Matches on a live basis, on television and/or an OTT Platform;
2. Ensure live digital transmission of one hundred percent (100%) of all Matches; and
3. Create highlights packages containing at least four (4) minutes of each Match and make sure the same is available on digital transmission.



**SCHEDULE 2**  
**SELECTED BIDDER'S RIGHTS**

The Selected Bidder shall be entitled to the following rights subject to the execution of the Contract in accordance with the RFP:

<b>Selected Bidders' Rights Sheet</b>		
<b>S No</b>	<b>Particulars</b>	<b>Description</b>
1	Designation Rights	Right to use the designation "Official Broadcast Partner of the Indian Super League 2025–26" (and such other designation as may be approved by AIFF), solely for promotional and marketing purposes during the Term.
2	Exclusivity	Exclusive right to produce, transmit, broadcast, distribute and exploit the Live Feed, Delayed Feed, Highlights, and ancillary audio-visual content of all Matches of the League within the Territory specified in the Contract. No other entity shall be granted overlapping broadcast rights within the same Territory and media category.
3	Broadcast Rights	Exclusive right to broadcast the Matches via Television Delivery, Digital Delivery, and any approved Platforms, subject to the Territory and media rights package awarded under the RFP.
4	Digital and OTT Rights	Right to stream the Matches, delayed feeds, replays, short-form content, clips, and shoulder programming on the Selected Bidder's OTT platform(s), subject to AIFF's approval of the platform architecture, technical specifications, and distribution geography.
5	Production Rights	Right to produce (either by itself or through a contractor) the Broadcast Feed and all related production elements in accordance with AIFF's technical handbook, competition regulations, and production standards (including camera plans, audio, graphics, replay operations, and commentary).
6	Branding Rights	Right to include the Selected Bidder's brand/logo in broadcast-related insertions approved by AIFF, including but not limited to: (a) on-screen bugs/watermarks; (b) opening/closing slates; (c) replay wipes; (d) graphics templates; (e) lower-thirds; and (f) production credit slates ("Produced by ____").
7		Right to receive visibility on venue broadcast infrastructure (subject to layout approval), including at least: (a) one (1) stand-up camera backdrop branding position; (b) co-branded flash interview backdrops; and (c) production-team bibs/jackets, to the extent permissible under competition regulations.
8	Replay	The right to retransmit during the Term, up to six (6) repeat transmissions of Matches on a replay, deferred and/or delayed basis in full or in part (including as edited,

		cut down repeats) by means of television and/or digital transmission.
9	Content Creation and Access	Right to access pre-match buildup, mixed-zone interviews, and post-match press conferences for the purpose of creating broadcast and digital shoulder programming, subject to AIFF's content guidelines and safeguarding protocols.
10	Interactive Rights	The right to transmit audio-visual coverage of the Matches with interactivity, functionality that provides enhanced or specific viewing experience of the Competition or any other form of enhancement developed from time to time which may be accessed by individual viewers on demand or request, during the Term, e.g. voting, switching between match feeds, data overlay, participation in competitions/contests /promotions etc.
11	Highlights & Clip Rights	Right to create, package, and distribute Match Highlights, Match-day shows, expert panels, analytical programming, and up to ninety (90) seconds of short-form clips per Match on digital platforms, subject to AIFF's content usage policy.
12	Archival Rights	Right to receive archival access to Match footage from the season for use in wrap-ups, season reviews, and approved promotional content, in adherence with AIFF's data and archive management policies.
13	Still Image Promotional Rights	The right to use still shots from the coverage or other images of the Matches for production of posters, flyers and other promotional material relating to the Matches, during the Term.
14	Scorecard	The right to transmit and display on a live basis, the video scorecard and/or the audio scorecard in relation to each Match forming a part of the Competition.
15	Editorial Descriptions	The right to create and make available text commentary and other editorial descriptions of the Matches (whether graphical or textual), in relation to the Broadcast.
16	Trademarks and Logos	The right to use the AIFF marks, Competition Marks and logos in connection with the exercise of its rights.

17	Promotions	The right to promote and advertise its services and itself as the title sponsor of the 2025/26 season of the ISL.
18	Non-game content rights	The right to access any behind the scenes coverage or to conduct interviews with players, the support staff of participating teams and the organisers.
19	Venue Access and Accreditation	Accreditation for broadcast crew, technical staff, commentators, analysts, and talent required for stadium production, subject to competition regulations, security protocols, and operational limits at each venue.
20	AIFF Support for Shoot Requirements	AIFF shall facilitate reasonable access to Players, Coaches, Match Officials, and Team Staff for in-season interviews, preview shows, promotional recordings, and graphics shoots (subject always to sporting and training schedules, welfare policies, safeguarding and competition regulations). Such access shall be subject to reasonable notice and schedules that are put in place by participating clubs.
21	Promotional and Marketing Support	AIFF shall provide social media amplification on its official channels, including: (a) partnership announcement; (b) match-day promotion tags; (c) content integrations aligned with AIFF's content calendar; and (d) up to six (6) co-branded promotional posts per season, subject to AIFF's editorial discretion.
22	Website and Digital Presence	Placement of the Selected Bidder's designation and brand on the AIFF official website, League website and mobile application and (where applicable) the AIFF App, in accordance with AIFF's digital branding guidelines.
23	Tickets and Hospitality	The Selected Bidder shall receive, subject to availability shall be provided a mutually agreed number of tickets at the venues, promotional tickets for each Match. These tickets shall be used solely for marketing, promotional, or client engagement activity.
24	AIFF-approved Publicity Rights	Right to use AIFF's League Marks and event indicia for the promotion of the broadcast and the Parties' association, strictly during the Term and subject to brand guidelines. No merchandising or commercial product use is permitted unless separately licensed.

25	No Implied Rights	All rights not expressly granted herein remain vested with AIFF. No additional commercial, sponsorship, licensing, merchandising, data, or in-stadium rights shall accrue to the Selected Bidder unless expressly granted by AIFF in writing.
----	-------------------	---

### **SCHEDULE 3 – FACILITIES TO BE PROVIDED BY AIFF**

AIFF will provide the following support to the Broadcast Partner at no additional cost to the Broadcast Partner:

1. AIFF shall provide the Broadcast Partner and/or its subcontractors with access to these venue as may be required by the Broadcast Partner for exercising the Rights.
2. AIFF shall set-up a dedicated AIFF officer as point of contact, who shall liaise with the Broadcast Partner in relation to the Matches.
3. Any approvals sought by the Broadcast Partner from AIFF, while exercising its Rights shall not be unreasonably withheld or delayed, and any grant or rejection of such request for approval shall be communicated in writing forthwith to the Broadcast Partner.
4. AIFF/clubs/teams participating in the Matches will be responsible for venue management including:
  - (a) development of venues where Matches are proposed to be held, and provision of appropriate maintenance, power, lighting, air conditioning facilities etc.
  - (b) Production stands, rooms and other facilities (Broadcast Control Rooms) at the venue as requested by the Broadcast Partner.
  - (c) Arranging free of cost access to venues for the Broadcast Partner's employees and contractors for the purpose of production of Feed.
5. AIFF will provide the following facilities at the venue of each Match held during the Competition:
  - (a) A production room with air conditioning;
  - (b) Necessary furniture, as mutually agreed between AIFF and the Broadcast Partner;
  - (c) Uninterrupted power supply with necessary power back up facilities;
  - (d) Camera stands, if required;
  - (e) Internet supply at a minimum of 50 Mbps with two (2) dedicated lease lines; and
  - (f) Any other facility mutually agreed between the Parties.

## ANNEXURE A

### INFORMATION REGARDING ANY CONFLICT OF INTEREST

*[To be forwarded on the letterhead of the Bidder (to be submitted by each member in case of Consortium)]*

1. Are there any activities carried out by the Bidder or its Affiliates, which are of a conflicting nature as mentioned in Clause 3.2 of this RFP? If yes, please furnish details of such activities along with your Technical Bid.
2. If no, the Bidder (each member in case of Consortium) shall certify the absence of any Conflict of Interest in the following format:

To,

President,  
All India Football Federation,  
Football House,  
Sector -- 19, Phase 1,  
Dwarka, New Delhi -- 110 075

**Subject:** Absence of Conflict of Interest

I/We hereby declare that I/our firm, our associate/group firm, am/is not indulging in any activities that can be termed as conflicting activities under Clause 3.2 of this RFP. I/We also acknowledge that in case of misrepresentation of the information, our Bid shall be rejected, or the Contract shall be terminated by AIFB with immediate effect.

Signature:

Name (in full):

Name of Organization:

Title:

Date:

## **ANNEXURE B**

### **FORM OF UNDERTAKING**

*[To be forwarded on the letterhead of the Bidder / Lead Member of Consortium]*

To,

President,  
All India Football Federation,  
Football House,  
Sector -- 19, Phase 1,  
Dwarka, New Delhi -- 110 075

I/We hereby submit our Bid in response to the Request for Proposal (RFP) for the award of Media Rights and the production, delivery and exploitation of the Broadcast Feed and related services for the League and undertake to perform the obligations in a manner described in this RFP and the Contract to be signed by us.

I/We understand that AIFF reserves the right to accept / reject any Bid, to annul or amend the bidding process, and that all decisions of AIFF in relation to evaluation, selection, award or rejection shall be final and binding, and the selection is at the sole discretion of AIFF.

Signature:

Name (in full):

Name of Organization:

Title:

Date: