

NATIONAL INSTITUTE OF SECURITIES MARKETS (NISM)

Plot No. IS-1 & IS-2, Patalganga Industrial Area, Mohopada, Rasayani, Near Navi
Mumbai, Dist. Raigad, Maharashtra 410 222

**Empanelment of the Agency for Public Relations Management and Media
Outreach of NISM for the value of work up to Rs.1,80,00,000**

Applications are invited from eligible Agencies to provide PR and Media Outreach services to improve NISM's reach across all media channels by disseminating NISM news and content to various media outlets. The estimated cost of work is approximately Rs.1,80,00,000/- (Rupees One Crore Eighty Lacs only) for a period of 3 years.

The agency will manage NISM's **Public Relations**, ensuring media coverage for events, press releases, and faculty interviews in Tier-1 publications. They will oversee **Online Reputation Management (ORM)** through 24/7 social listening, crisis communication, and review management.

Additionally, the agency will handle **Educational Portal Management** (e.g., Shiksha, MBAUniverse), maintaining updated content, initiating discussion threads, and providing 24-hour query resolution. The goal is to nurture student leads and ensure consistent branding across all digital forums and news media.

NISM is a public trust, established by the Securities and Exchange Board of India (SEBI), the regulator for securities markets in India. NISM seeks to add to market quality through educational initiatives. It is an autonomous body governed by its Board of Governors.

Eligibility Criteria

The Agency fulfilling the following criteria may apply:

1. The Agency should have satisfactorily completed at least any of the following work(s) during the last 7 years as of March 31, 2026:
 - a. One similar work costing not less than Rs. 1,44,00,000 /- (Rs One Crore Forty Four Lakhs only).

OR

- b. Two similar works each costing not less than Rs. 90,00,000 /- (Rs Ninety Lakhs only).

OR

- c. Three similar works each costing not less than Rs. 72,00,000 /- (Rs Seventy Two Lakhs only).

The period of 7 years for the purpose of having completed similar work(s) shall be from (01.04.2019 to 31.03.2026).

and

2. The annual average turnover of the agency should not be less than Rs.5,40,00,000/- (Rupees Five Crore Forty Lakhs only) during the last three financial years (2023–24, 2024–25, 2025–26) as per audited annual accounts.

and

3. The Agency must have handled at least **one client in the BFSI sector** (Banking, Financial Services, Insurance, Regulatory Institution, Capital Markets, or similar) during the last seven financial years.

Agencies applying for empanelment must fulfil the following minimum conditions:

1. Must be a registered legal entity (Company/LLP/Partnership) with valid PAN and GST.
2. Minimum 5 years of experience in PR and media services.
3. Should not have been blacklisted/debarred by any Government/PSU/Statutory body.
4. Must have a dedicated team for media relations and digital monitoring.

The agency will enclose the necessary certificates/documents in support of the requirements mentioned at 1. to 3. above.

For the purpose, “Cost of work” shall mean the gross value of completed work.

Process for submission of the application form

The interested agency may submit its application form in online mode. The process for online mode is as under:

For details, please refer NISM’s website <https://www.nism.ac.in/> and <https://www.tenderwizard.com/NISM>

The interested agency must register itself on <https://www.tenderwizard.com/NISM> by

paying the registration fee, as applicable, in order to participate in the bidding process. Class-3 Digital Signature Certificate (DSC) is a must to participate in the process.

For queries relating to the Tender Wizard website (online portal), please contact at the details provided under the Contact Us section of the website
<https://www.tenderwizard.com/NISM>

For further details, please contact Mr. Deepankar Behera / Ms. Pooja Pawar, Landline No. 022-66735163 / 022-66735117, email ID – partnership@nism.ac.in

The last date of submission of applications is March 25, 2026.