

## **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.60,00,000 per year**

National Institute of Securities Markets (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.

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.60,00,000/- (Rupees Sixty Lacs only) per year.

The agency will manage NISM's **Public Relations**, ensuring media coverage for events, press releases, and other activities (as required) 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 and engage on **Educational Portals** (e.g., Shiksha, MBAUniverse, careers360, etc.), maintaining updated content, initiating discussion threads, and providing time bound query resolution. The goal is to nurture student leads and ensure consistent branding across all digital forums and news media.

#### **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. 48,00,000 /- (Rs Forty Eight Lakhs only).

OR

- b. Two similar works\* each costing not less than Rs. 30,00,000 /- (Rs Thirty Lakhs only).

OR

- c. Three similar works\* each costing not less than Rs. 24,00,000 /- (Rs Twenty Four 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.54,00,00/- (Rupees Fifty Four Lakhs only) during the last three financial years (2022–23, 2023–24, 2024–25) as per audited annual accounts.

Agencies applying for empanelment must have a valid PAN and GST registration. The agency will enclose the necessary certificates/documents in support of the requirement mentioned.

For the purpose,

- (a) “Cost of work” shall mean the gross value of completed work.  
(b) \*“Similar work” shall mean handling end-to-end Public Relations / Media Relations work on a retainer basis or Public Relations / Media Relations activity for any major event with an order value not less than Rs.24,00,000 (Rs. Twenty Four Lakhs only).

### **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 follows:

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 – [partnerships@nism.ac.in](mailto:partnerships@nism.ac.in) with cc to [deepankar.behra@nism.ca.in](mailto:deepankar.behra@nism.ca.in) / [pooja.pawar@nism.ac.in](mailto:pooja.pawar@nism.ac.in)

The last date of submission of applications is April 27, 2026.