

NATIONAL INSTITUTE OF SECURITIES MARKETS

Plot No. IS-1 & IS-2, Patalganga Industrial Area,

Mohopada, Rasayani, Dist. Raigad,

Near Navi Mumbai, Maharashtra 410 222

Application Form

(Reference no. NISM/PMD-NI/02/2026)

Expression of Interest -

**Shortlisting of Agencies for Digital & Social Media Marketing Activities for
NISM**

Last date of submission of Applications is May 21, 2026.

Undertaking (On the letterhead of the Agency)

The General Manager, Partnership and Marketing Department,
National Institute of Securities Markets (NISM),
Plot No. IS 1 & 2, Patalganga Industrial Area,
Mohopada, Rasayani, Dist. Raigad,
Near Navi Mumbai, Maharashtra 410 222.

Dear Sir,

I/We have read and understood the 'Notice Inviting Application' for Shortlisting of Agencies, comprising the nature of work, eligibility criteria, list of enclosures to be submitted, general rules, and instructions to the intending applicants.

I/We do hereby declare that the information furnished in the application form from pages 1 to_____ and in the supplementary sheets from pages_____ to _____ is correct to the best of my/our knowledge and belief. I/We am/are also aware that the shortlisting will be cancelled at any stage in case the statements and documents furnished are found to be false.

We authorize NISM to approach individuals, employers, firms, and corporations to verify our competence and general reputation. **The undersigned is fully authorized to sign and submit this application form on behalf of the organization that he/she represents.**

I/We am/are hereby submitting the complete Application Form (Part I, II, III & IV) including the requisite copies of enclosures duly signed and sealed on each page.

Yours faithfully,

Signature:

Name:

Designation:

Enclosure: (i) Notice inviting Application (ii) Application form PART I (iii) Application form PART II (iv) Copies of enclosures as per checklist.

Notice Inviting Application

NATIONAL INSTITUTE OF SECURITIES MARKETS (NISM)

(Reference no. NISM/PMD-NI/02/2026)

Shortlisting of Agencies for Digital & Social Media Marketing Activities for NISM

NISM is a public trust, established by the Securities and Exchange Board of India (SEBI), the regulator for securities markets in India. The institute conducts a wide range of capacity-building activities at various levels to enhance quality standards in securities markets. It is an autonomous body governed by its Board of Governors.

NISM has embarked on a fast-track expansion of its activities, which will position the institute as a leading player in knowledge dissemination and skills enhancement in the financial market domain

Applications are invited from the eligible Agencies to provide comprehensive Digital Marketing and Social Media Marketing services for the National Institute of Securities Markets (NISM) to enhance its online presence, increase brand visibility, lead generation, and drive engagement through various digital channels, and position NISM as the Capacity Building Institute for the Securities Markets. The estimated cost of work is Rs.4,00,00,000/- (Rupees Four Crore only) for a period of one year.

Brief Scope of Work:

The scope of work of the selected agency includes, but is not limited to:

1. Social Media Marketing:

- Content Creation
- Creative Design
- Scheduling and Posting
- Community Management and ORM
- Improve engagement and CTR
- Analytics and Reporting

2. Paid Digital Marketing:

- Strategy Development
- Campaign Management

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- Ad Design and Content creation
- Lead generation, etc.
- Performance Tracking
- Reporting

Eligibility Criteria

The Agency fulfilling the following criteria may apply:

1. The Agency should have satisfactorily completed any of the following work(s) during the last 7 years as on March 31, 2026:
 - a. One similar work* costing not less than Rs. 3,20,00,000 /- (Rs Three Crore Twenty Lakhs only).

OR

 - b. Two similar works* each costing not less than Rs. 2,00,00,000 /- (Rs Two Crore only).

OR

 - c. Three similar works* each costing not less than Rs. 1,60,00,000 /- (Rs One Crore Sixty Lakhs only).

The period of 7 years for the purpose of having completed similar work(s) shall be from (01.03.2019 to 31.03.2026).

and

2. The annual average turnover of the agency should not be less than Rs. 3,60,00,000 /- (Rupees Three Crore Sixty Lakhs only) during the last 3 years ending March 31, 2026.

And

3. The agency should have a valid GST registration.

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

For this purpose,

“Cost of Work” shall mean the gross value of completed work/assignment.

*“Similar work” means Social Media & Digital Marketing, and Paid Digital Promotions.

Process for submission of the application form

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

Application forms can be downloaded from the portal <https://www.tenderwizard.com/NISM>. The duly filled-in application form as per the prescribed format, along with necessary enclosures, will be uploaded on <https://www.tenderwizard.com/NISM>. The last date for submission of applications is May 21, 2026.

The interested agency must register itself on <https://www.tenderwizard.com/NISM> by paying a registration fee of Rs. 2,000/- (Exclusive of GST) to participate in the process. However, applying for shortlisting is free of cost. A Class-3 Digital Signature Certificate (DSC) is a must to participate in the process.

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

The last date of submission of applications is up to May 21, 2026.

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

General Rules and Instructions for Applicants:

1. Joint ventures are not accepted.
2. Intending applicants are required to submit details about organization, experience, competence, and adequate evidence of their financial standing, etc., in the enclosed which will be kept confidential. Incomplete applications or applications without proper proof for establishing their credentials may not be considered for shortlisting.
3. If the space in the proforma is insufficient for furnishing full details, the information shall be supplemented in separate sheets of paper stating therein

the part of the statement and serial number. Separate sheets shall be used for each part.

4. **Each page of the 'Application Form' shall be signed.** The application shall be signed by person/persons on behalf of the organization having the necessary authorization / Power of Attorney to do so.
5. The agency should fulfil all the criteria as detailed in the eligibility criteria. The agency not satisfying any of the eligibility criteria as detailed above will not be considered for shortlisting.
6. The intending agency is advised to enclose scanned copies of all relevant documents as mentioned in the list of enclosures and other required documents wherever required. Incomplete applications or applications with missing documents will not be considered for shortlisting. **However, the agency is also advised not to attach unnecessary / irrelevant documents with the application, making it cumbersome for scrutiny. Only documents that have been requested should be submitted to expedite the process.**
7. The Institute reserves the right to enquire with the various clients to verify the genuineness and to ensure the conformity with the details given. Further, the Institute reserves the right to reject any application(s), if the information gathered is not in line with the submissions made by the applicant.
8. The Institute reserves the right to reject any or all the applications without assigning any reason thereof. The Institute also reserves the right to restrict the number of applicants for tendering at its sole discretion. The decision of the Institute in this regard shall be final and binding on all concerned.
9. The shortlisted agencies will only be informed for further participation in the tender process and tender documents will be issued to the shortlisted agencies only.
10. No costs incurred by the applicant will be reimbursed by the Institute for attending discussions in providing necessary clarifications.
11. Applications containing false and/or inadequate information are liable for rejection. The applicant shall be disqualified at any stage at their risk and cost if they are found to have "Made untrue or false representation in the forms, statements and attachments submitted in proof of qualification and requirements."
12. While filling up the application form with regard to the list of important works completed or in hand, the applicant shall include only those works which individually cost not less than Rs. 1,60,00,000/- for similar work.
13. The shortlisting shall be valid for a period of three years.
14. The initial contract period shall be for one year. If the performance of the agency is found to be satisfactory, the contract period for the 2nd and 3rd years will be extended based on the pre-defined mechanism specified in the bid documents.

APPLICATION FORM

PART I

1.	Name of the Organization	
2.	Type of the Organization (Whether sole / Proprietorship / Partnership / Private Ltd. / Ltd. or Co-operative body etc.)	
3.	Name of the Proprietor / Partners / Directors in the Organization	
4.	a. Registered office address b. Office address through which this contract will be handled.	
5.	Name of the authorized representative	
6.	E-Mail ID:	
7.	Tel. No.	
8.	Mobile No.	

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9.	GST Registration No.	
10.	PAN No.	
11.	Year of Establishment	
12.	Yearly turnover of the agency for the last 3 years ending March 31, 2026. Enclose relevant documents in support of the same <ul style="list-style-type: none"> ● 2023-2024 ● 2024-2025 ● 2025-2026 	
13.	Years of experience in similar works.	
14.	Indicate, if involved in any litigation. Any Civil suits pending in any of the works executed. Furnish details, If any.	
15.	Important large works/assignments executed during the last 7 years (costing not less than Rs. 1,60,00,000/- for similar works only) by the applicant. The full address of the clients for whom the works have been executed including name of contact persons and mobile nos.	Details to be furnished in the prescribed proforma (Part II). Please attach completion certificate or any other relevant document/s in support of the work/s completed clearly showing the value, nature of the work executed, duration of the work etc. which should be considered as per the criteria mentioned in the advertisement.

CHECK LIST OF ENCLOSURES (TO BE FILLED BY THE AGENCY)

Check List for Enclosures

Please state whether the following enclosures have been enclosed or not.

#	List of Testimonials	Enclosed	Not enclosed
1)	Undertaking		
2)	Notice Inviting Application for shortlisting of Agencies duly signed		
3)	Application form Part I duly filled		
4)	Application form Part II duly filled		
5)	Completion certificate or any other relevant document/s in support of the work/s completed clearly showing the value, nature of the work executed, duration of the work etc. which should be considered as per the criteria mentioned in the advertisement. Merely submission of work order will not suffice as a valid document towards completion certificate.		
6)	Necessary documents in support of annual turnover for the last three years ending March 31, 2026.		
7)	Any other relevant documents. Please specify.		

APPLICATION FORM

PART II

List of important similar works executed by the agency during the last Seven years ending March 31, 2026, each costing not less than Rs. 1,60,00,000 /-

#	Name of the work and location	Name of the Client, Contact person, mobile no. & email ID	Work order value (Rs. in Lakh)	Final bill value (Rs. in Lakh)	Date of commencement	Date of completion	Whether the work was left in between or the contract was terminated from either side. Give details.	Any other relevant information
1	2	3	4	5	6	7	8	9