

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

ADVERTISEMENT

Empanelment of Agency for Public Relations Management and Media Outreach of NISM

(Reference No. NISM/PMD-NI/DB/2026-27PR/05)

National Institute of Securities Markets (NISM) invites applications from eligible and experienced Public Relations Management and Media Outreach Agencies for empanelment to provide comprehensive PR, media outreach, online reputation management, and related engagement services. The estimated value of work is approximately

The estimated value of work is approximately **Rs. 60,00,000/- (Rupees Sixty Lakhs only)** for a period of **1 year**, with onboarding proposed from August 2026.

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

Scope of Work

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

Public Relations & Media Outreach Press release management, thought leadership placements, event media coverage across 12–15 NISM events per year.	Online Reputation Management (ORM) 24/7 social listening, crisis communication, review management on Google and other platforms.
Educational Portals & Forum Management Managing NISM's presence on Shiksha.com, MBAUniverse, Career 360, PaGaLGuY; proactive Q&A, content refresh, and lead nurturing.	Thought Leadership & Media Relations Securing op-ed placements and interviews for NISM leadership in Tier-1 print and digital media (Mint, ET, TOI, HT, Financial Express, and others).

Eligibility Criteria

The Agency fulfilling the following criteria may apply:

- The Agency should have satisfactorily completed at least any one of the following work(s) during the last 7 years as of March 31, 2026:
 - One similar work* costing not less than Rs. 48,00,000/- (Rs. Forty-Eight Lakhs only).

OR

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

OR

 - 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.
- The annual average turnover of the agency should not be less than Rs. 54,00,000/- (Rupees Fifty Four Lakhs) during the last three financial years (2023–24, 2024–25, 2025–26) as per audited annual accounts.

3. The Agency must have handled at least one large, renowned client in the BFSI sector (Banking, Financial Services, Insurance, Regulatory Institution, Capital Markets, or similar) during the last seven financial years.
4. The agency must be a registered legal entity (Company/LLP/Partnership) with valid PAN and GST registration.
5. Minimum 5 years of experience in PR and media outreach services.
6. The agency should not have been blacklisted/debarred by any Government/PSU/Statutory body.

**“Similar Work” shall mean PR & Media Outreach or Online Reputation Management services provided to any organisation.*

***Please note, to become eligible only single Work Orders of the above mentioned valuations shall be considered.*

Process for Submission of the Application Form

The interested agency may submit its application form in online mode. For details, please refer to 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 applicable registration fee in order to participate in the empanelment process. A Class-3 Digital Signature Certificate (DSC) is mandatory 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 / Mrs. Pooja Pawar, Landline No. 022-66735163 / 022-66735117, email ID – partnerships@nism.ac.in with cc to deepankar.behera@nism.ac.in / pooja.pawar@nism.ac.in

Last Date of Submission of Applications: 10 July 2026

NISM reserves the right to accept or reject any or all applications without assigning any reason thereof. No costs incurred by the applicant will be reimbursed by NISM.

For and on behalf of
National Institute of Securities Markets (NISM)