

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

**Notice Inviting Expression of Interest (EOI) –
Empanelment of Call Centre / BPO Agency for Communication and
Support Services**

Applications are invited from eligible Agencies to provide 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.1,00,00,000/- (Rupees One Crore only) for a period of one year.

Eligibility Criteria

Interested agencies must satisfy the following minimum eligibility criteria as on the date of submission:

- A. The Agency should have satisfactorily completed at least any of the following work(s) during the last 5 years as on March 31, 2026:
- a. One similar work* costing not less than Rs. 80,00,000 /- (Rs Eighty Lakhs only).

OR

- b. Two similar works* each costing not less than Rs. 50,00,000 /- (Rs Fifty Lakhs only).

OR

- c. Three similar works* each costing not less than Rs. 40,00,000 /- (Rs Forty Lakhs only).

The period of 5 years for the purpose of having completed similar work(s) shall be from (01.03.2021 to 31.03.2026).

and

- B. The annual average turnover of the agency should not be less than Rs. 90,00,000 /- (Rupees Ninety Lakhs only) during the last 3 years ending March 31, 2026.

and

- C. The agency should have valid GST registration.

and

- D. Minimum 3 (three) years of demonstrated experience in setting up and operating IVR (Interactive Voice Response) systems and AI-based calling/voice-bot solutions.

* Similar work done in providing call centre / helpdesk / customer support services to EdTech/similar education-sector or BFSI Sector clients with minimum scale of 15+ seats.

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 September 2, 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 September 2, 2026.

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