

JHARKHAND STATE CRICKET ASSOCIATION

INTERNATIONAL STADIUM COMPLEX,
H.E.C. CAMPUS, DHURWA, RANCHI- 834004.

JSCA/RNC/265/245/2026-27

10th September, 2026

Sub: EOI for Exclusive In-Stadia Advertisement Rights for the 2nd T20I Match between India and West Indies scheduled on 9th October, 2026 at JSCA International Stadium Complex, Ranchi.

NOTICE INVITING EXPRESSION OF INTEREST (EOI)

The Jharkhand State Cricket Association (JSCA) has an International Stadium Complex at Dhurwa, Ranchi, with a seating capacity of over 40,000 spectators, spread over appx. 25 acres. The stadium is located in close proximity to the Hon'ble High Court and Vidhan Sabha and is well connected by four-lane roads on three sides. It is an established international cricket venue and has hosted several Test, One Day International and T20 International matches, attracting thousands of spectators and millions of viewers through electronic and digital media.

The stadium offers substantial opportunities for on-ground and above-ground advertising, subject to the rights reserved by the Board of Control for Cricket in India (BCCI) and other applicable authorities.

JSCA hereby invites sealed Expressions of Interest (EOIs) from reputed and experienced agencies for exclusive In-Stadia Advertisement Rights for the 2nd T20I Match between India and West Indies scheduled to be held on 9th October, 2026 at the JSCA International Stadium Complex, Ranchi.

1. SCOPE OF IN-STADIA ADVERTISEMENT RIGHTS:-

The In-Stadia Advertisement Rights shall cover exclusive advertising and branding within the stadium premises, both on-ground and above-ground, subject to the rights reserved by JSCA, BCCI, broadcasters and other authorised entities.

- 1.1. On-ground: Upto 12 feet in the sight-screen area and upto 3 feet in other permitted areas.
- 1.2. Above-ground: Above 12 feet in the sight-screen area and above 3 feet in other permitted areas.

All locations, dimensions and formats shall be subject to JSCA approval and applicable BCCI regulations/guidelines.

2. ELIGIBILITY:-

The Bidder shall meet the following eligibility criteria:

- 2.1. Minimum 5 years' experience in cricket in-stadia advertising rights.
- 2.2. Relevant experience in international men's cricket matches, including experience with at least 3 BCCI-affiliated State Cricket Associations.
- 2.3. Minimum net worth of Rs.20.00 Crores as on the date of submission.
- 2.4. Average annual turnover of at least Rs.30.00 Crores during the last three consecutive financial years, duly certified by a Chartered Accountant.
- 2.5. No history of being banned, blacklisted or debarred by any Government Authority, BCCI, State Cricket Association or recognised Sports Body.
- 2.6. No conflict of interest with JSCA or its Office Bearers/officials, and compliance with applicable BCCI Conflict of Interest provisions.
- 2.7. No consortium or partnership shall be permitted.

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3. DOCUMENTS TO BE SUBMITTED:-

The sealed EOI shall contain:

- 3.1. Registration/Incorporation Certificate and constitutional documents.
- 3.2. Details of Proprietors/Partners/Directors.
- 3.3. Authorisation/Board Resolution/Power of Attorney of the authorised signatory.
- 3.4. PAN and GST details.
- 3.5. Income Tax Returns for the last 3 financial years.
- 3.6. CA Certificate for net worth and turnover.
- 3.7. Documentary proof of relevant experience, including details of at least 3 BCCI-affiliated State Cricket Associations.
- 3.8. Duly signed Declaration & Conflict of Interest in the prescribed format at Annexure-1.
- 3.9. Details of bankers.

Failure to submit the required documents may result in rejection of the EOI.

4. SUBMISSION OF EOI:-

- 4.1. The EOI shall be submitted in a sealed cover superscribed:

“EOI FOR EXCLUSIVE IN-STADIA ADVERTISEMENT RIGHTS – 2nd T20I INDIA vs WEST INDIES – 9th OCTOBER, 2026”

- 4.2. Last Date & Time: 15th September, 2026 up to 16:00 Hrs.
- 4.3. Place of Submission:
Office of the Honorary Secretary
Jharkhand State Cricket Association
International Stadium Complex, H.E.C. Campus, Dhurwa
Ranchi – 834004.

5. FINANCIAL OFFER:-

- 5.1. No financial quotation is required with the EOI.
- 5.2. Shortlisted/eligible bidder may subsequently be invited to submit their financial offers through an RFP/financial bidding process.
- 5.3. JSCA may prescribe EMD, Reserve Price, Performance Security and other commercial conditions at the financial bidding stage.

6. AUTHORITY OF PERSON SIGNING THE EOI:-

- 6.1. The person signing the EOI shall be duly authorised by Board Resolution, Power of Attorney or other valid authorisation.
- 6.2. JSCA reserves the right to reject/cancel the EOI if the signatory is found to have no valid authority, without prejudice to JSCA's other rights and remedies.

7. EVALUATION & SHORTLISTING:-

- 7.1. EOIs shall be evaluated on the basis of eligibility, relevant experience, past performance, financial capacity and overall suitability.
- 7.2. Shortlisted Bidder may be invited to submit detailed proposals and/or financial offers.
- 7.3. Submission of an EOI shall not create any right for award of the advertising rights.

8. CONTRACT & PAYMENT:-

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- 8.1. The successful bidder shall be granted the rights for the 2nd T20I Match on 9th October, 2026, subject to execution of the final agreement.
- 8.2. The entire agreed amount shall be paid to JSCA at least 15 days before the match, unless otherwise specified in the final agreement.

9. COMPLIANCE:-

- 9.1. The successful bidder shall comply with all applicable laws and the rules, regulations and directions of JSCA, BCCI, ICC, broadcasters and other competent authorities, wherever applicable.
- 9.2. All advertisements and branding shall be subject to approval of JSCA/BCCI, wherever required.
- 9.3. The bidder shall bear all costs relating to production, installation, maintenance and removal of its advertising materials.

10. INSPECTION:-

Interested Bidder may, with prior permission, inspect the stadium and satisfy themselves regarding the available advertising spaces and site conditions before submitting the EOI.

11. RIGHT OF JSCA:-

- 11.1. JSCA reserves the right to accept or reject any or all EOIs, shortlist or not shortlist any applicant, cancel or withdraw the process, invite fresh EOI/RFP, amend the terms and conditions or negotiate with shortlisted applicants, without assigning any reason.
- 11.2. No Bidder shall be entitled to claim any cost, compensation or damages arising from such decision.

12. JURISDICTION

Any dispute arising out of this EOI or the subsequent agreement shall be subject to the exclusive jurisdiction of the competent courts at Ranchi, Jharkhand.

For Jharkhand State Cricket Association



(V. Satyanarayana)
C.E.O.

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ANNEXURE-1

AFFIDAVIT **(DULY NOTARIZED)**

I/We hereby solemnly affirm and declare as under:

1. That our firm/company has not been banned, blacklisted or debarred by any Government Department or body, PSU, Statutory Authority or Sports Body in India, including in the State of Jharkhand.
2. That we shall comply with all applicable laws, labour laws and statutory requirements, including PF, ESI, EPS, Minimum Wages, Labour Cess and other applicable statutory dues and requirements, wherever applicable. We shall be solely responsible for such compliance and shall keep JSCA indemnified against any claims, liabilities, penalties or legal consequences arising from any non-compliance on our part.
3. That we shall comply with all applicable laws, statutory requirements and the guidelines/instructions issued by the Government of India, Government of Jharkhand and BCCI, wherever applicable.
4. That there is no actual, potential or perceived conflict of interest between our Agency/Firm and JSCA, its Office Bearers, Committee Members, Sub-Committee Members or officials in connection with this tender or execution of the work/services. We shall immediately disclose to JSCA any conflict of interest that may arise during the tender process or execution of the contract.
5. That the person signing and submitting the tender on behalf of our firm/company is duly authorised to do so through a valid Board Resolution, Power of Attorney or other legally valid authorisation, and such authorisation shall be produced before JSCA whenever required.
6. That all information, documents and declarations furnished by us in connection with this tender are true, correct and complete to the best of our knowledge and belief. We understand that any false statement, concealment or misrepresentation may result in rejection of our bid, cancellation of allotment or termination of the contract, apart from any other action permissible under applicable law.
7. That we shall abide by all the terms and conditions of the tender and the contract issued by JSCA.

SIGNATURE OF THE TENDERER

NAME :

DESIGNATION :

(SEAL OF THE COMPANY)