

## INVITATION FOR EXPRESSION OF INTEREST FOR THE STREAMING OF THE INDIAN FOOTBALL LEAGUE 2025-2026 SEASON

### 1. INTRODUCTION, PURPOSE AND EXPRESSION

- 1.1. The All India Football Federation, governing body for football in India, which has the sole mandate to govern and conduct all activities for both men's and women's football in India ("AIFF"), invites expressions of interest ("Expressions") from over-the-top (OTT) streaming platforms for the streaming of the second tier of India's domestic professional men's football league club competition, the Indian Football League (formerly known as the I-League) ("IFL") for the 2025-2026 season ("Season") in accordance with this Expressions of Interest document as uploaded on the AIFF website ("EOI").
- 1.2. The Season is scheduled to commence on 27 February, 2026 with a total of forty-five (45) Matches to be played in Stage 1 of the Season, consisting of ten (10) teams. A copy of the schedule for Stage 1 of the Season is annexed hereto as "Annexure - 1". In Stage 2 of the Season, the teams get divided into two (2) groups. Participating clubs that finish in places 1 – 5, at the end of Stage 1 of the Season, will advance to a home-and-away championship round, while the participating clubs that finish in places 6 – 10, will compete in a centralised relegation round.
- 1.3. The AIFF has entered into an arrangement with Prasar Bharati, India's public broadcaster. As part of the arrangement, Prasar Bharati shall produce the world feed for the Season and carry the same on its platforms (both linear television and digital platforms), on a non-exclusive basis. AIFF also seeks to engage additional partner(s) for streaming of all matches of the Season ("Matches"). The world feed for the purpose will be provided to the potential partners by the AIFF, as produced by Prasar Bharati. This EOI seeks to appoint streaming partners capable of transmitting and distributing high-quality live coverage of all Matches and associated programming across digital/OTT platforms ("Partner(s)").
- 1.4. The Partners acknowledge that all requirements related to the services awarded in relation to streaming under this EOI, shall be subject to AIFF's directives and relevant regulations, as amended from time to time.

### 2. SCOPE OF ENGAGEMENT:

- 2.1. The Partners shall be required to stream (on a digital platform owned and/or operated by the Partner) all the Matches on their respective platforms. The streaming rights granted under this EOI, shall be awarded under the following two categories:
  - (a) Category A – Non-Exclusive Global Streaming Rights: Partners appointed under Category A shall receive non-exclusive streaming rights to stream all Matches on their respective platforms. No data rights shall be granted under this category.
  - (b) Category B – Non-Exclusive Global Streaming Rights & Exclusive Data Rights: Partners appointed under Category B shall receive:
    - (i) non-exclusive streaming rights to stream all Matches on their respective digital platforms; and
    - (ii) exclusive data rights solely in respect of data emanating from the Matches, as further detailed in a definitive agreement between AIFF and the Partner. Only one Partner shall be granted exclusive data rights under Category B, at the sole discretion of AIFF.

- 2.2. In the event that multiple Partners express interest, AIFF shall evaluate the interest received from such parties, and at its sole discretion, appoint one (1) or more Partners to stream the IFL for Category A, and one (1) Partner to stream the IFL for Category B. It is however clarified that AIFF is not bound to appoint any Partners, merely due to having published this EOI.
- 2.3. AIFF will provide the world feed of the Matches at no cost to the Partner(s), at a point determined by Prasar Bharati. Any transmission of the world feed from such point to the Partner(s) preferred location, may be undertaken by the Partner, at its own cost. The engagement of Partner(s) is sought for streaming of the Matches and shall be on the indicative terms as set out below:
- (c) Territory: The Partner shall ensure that the content on its platform(s) is available to access by a broad and diverse audience across various regions on a worldwide basis.
  - (d) Quality Standards: The Partner shall maintain high standards of streaming, including transmission reliability, and viewer experience, in accordance with the technical and operational norms notified by AIFF from time to time.
  - (e) Commercialisation of Feed: The Partner may monetize its stream of the Matches through advertisements, sponsorships and other approved commercial integrations, strictly in accordance with the rights and entitlements specified in paragraph 3 of this EOI, and subject to prior approval of AIFF, which approval shall not be unreasonably withheld.
  - (f) Regional Language Streaming: The Partner may provide commentary and/or voiceovers in relevant regional languages, tailored to the intended geographic audience, subject to prior approval from AIFF. The world feed shall contain English language commentary.
  - (g) Promotional Obligations: The Partner shall be expected to undertake proactive promotional campaigns to maximize the visibility, reach, and overall engagement of audiences with the Season, strengthening the IFL's brand presence across its platforms.

### 3. PARTNER ENTITLEMENTS

- 3.1. In lieu of the consideration to be paid by the Partner, the following indicative entitlements shall be extended. These rights are broad categories and subject to detailed definition during subsequent stages and shall be on a non-exclusive basis at all times.
- (a) Right to use the designation “Global Streaming Partner of the Indian Football League 2025-26” (or any other designation approved by AIFF), solely for marketing and promotional purposes during the term of provision of the services.
  - (b) Right to integrate Partner branding within audio-visual assets approved by AIFF, including:
    - (i) on-screen bugs/watermarks;
    - (ii) opening/closing slates;
    - (iii) replay wipes;
    - (iv) graphics templates; and
    - (v) lower-thirds.
  - (c) Placement of Partner logo/designation on AIFF's official website, IFL website, and digital platforms/mobile applications (where applicable and subject to AIFF branding guidelines).
  - (d) Right to re-run the stream, create and make available (i) highlights package, and (ii) any special and/or ancillary programming relating to the streaming of the Matches.

- (e) Non-exclusive right to stream all Matches across AIFF-approved platforms, including live, delayed, replay and highlight clips, within the Territory.
- (f) Right to create Match highlights of up to four (4) minutes per Match, recap shows and analytical programming for use on digital platforms.
- (g) Right to receive archival Match footage for approved promotional and wrap-up content, subject to AIFF guidelines.
- (h) Right to exploit commercial inventory and commercial breaks during live and repeat streams for revenue generation, subject to AIFF approval and applicable advertising restrictions.
- (i) Right to secure sponsors in connection with the streaming of the Season, in accordance with AIFF guidelines and restricted category lists that may be issued by AIFF from time to time.
- (j) Right to transmit Matches in cinemas or commercial public spaces and monetise such public exhibition activities, subject to AIFF's guidelines.
- (k) Right to collect and monetise permitted Match-related data (from the world feed or stadium access) for fan engagement, analytics and related services solely for one (1) exclusive Partner appointed under Category – B in accordance with Paragraph 2.1 (b) above.

3.2. All entitlements listed above are indicative and subject to technical, commercial, operational and regulatory considerations, and shall be further refined, modified or expanded during the subsequent negotiation and agreement stages in consultation with AIFF.

#### 4. ELIGIBILITY CRITERIA

4.1. Prospective Partners must carefully read the conditions of eligibility (the "**Eligibility Criteria**") provided herein. Expressions of only those who satisfy the Eligibility Criteria will be considered for evaluation by AIFF

4.2. The following criteria shall be fulfilled by prospective Partners;

- (a) Right to Conduct Business: The party must either be validly incorporated under the laws of India and be an existing and going concern in India, or in case of a foreign entity, have the right to legally conduct business in India.
- (b) GST Compliance: The party should be validly registered under the laws relating to the Goods and Services Tax.
- (c) A party must demonstrate that it qualifies as an Internet Operator. An "**Internet Operator**" is an entity that owns and/or operates an appropriate platform on the Internet on which it has distributed live, sports content during the last three (3) calendar years, or continues to do so.
- (d) Financial Capability: The party must have Networth of at least Indian Rupees Fifty Lakhs (INR 50,00,000/-) at the close of Financial Year preceding the EOI Due Date (as defined herein) i.e. FY 2024-2025. In this regard, it is clarified that in the context of any Consortium, the cumulative Networth of the Consortium party (i.e., the aggregate of Networth of all the consortium members), shall be a minimum of Indian Rupees Fifty Lakhs (INR 50,00,000/-) at the close of Financial Year preceding the EOI Due Date i.e. FY 2024-2025. In case the audited financial statements for FY 2024-25 are not available, then the provisional financial statements attested by a Chartered Accountant shall be submitted by the party. "**Networth**" shall mean the sum of subscribed and paid up equity and reserves from which shall be deducted the sum of revaluation reserves, miscellaneous expenditure not written off and reserves not available for distribution to equity shareholders. In the case of Limited Liability Partnerships (LLPs) or other entities that do not have subscribed and paid-

up equity, "**Networth**" shall be construed as the sum of partners' capital contributions and accumulated retained earnings (including undistributed profits), from which shall be deducted the sum of revaluation reserves, miscellaneous expenditure not written off, accumulated losses, and reserves not available for withdrawal or distribution to partners.

(e) Technical Ability:

(i) The prospective Partner must have experience in streaming live sporting events of national or international repute for at least three (3) continuous years prior to the Expression Due Date (as defined herein); and

(f) Fit and Proper Person: For determining whether the prospective Partner is a 'Fit and Proper Person', AIFF may take the indicative criteria mentioned in this clause:

(i) Financial integrity of the prospective Partner.

(ii) Ability of the prospective Partner to undertake the streaming services and fulfil all technical, commercial and regulatory requirements under this.

(iii) The prospective Partner must not have been convicted by any court of a criminal offence involving moral turpitude, fraud, or financial misconduct.

(iv) The prospective Partner must not be involved in any pending or ongoing litigation, arbitration, or other claims, whether initiated by the prospective Partner against AIFF or by AIFF against the prospective Partner.

(v) Absence of any previous debarment of the prospective Partner, in accordance with the General Financial Rules, 2017 (provided such debarment is still existing).

(vi) Absence of any disqualification as specified below:

A. Conviction of the prospective Partner or any of its respective directors, partners, executives, or key managerial personnel by any judicial body for any offence involving moral turpitude, economic offence, securities laws or fraud or any offence under the Prevention of Corruption Act, 1988 or any other law for the time being in force.

B. Breach of any contract entered into with the AIFF, which was not remedied for a period of thirty (30) days from the day of notice of such breach.

C. Admission of an application for winding up, or liquidation under applicable laws against the prospective Partner or any of its or their respective directors and partners.

D. Any action or proceeding being initiated under the insolvency and bankruptcy laws under the applicable law, including but not limited to declaration of insolvency or bankruptcy, disqualification or derecognition by any professional body being initiated against the prospective Partner.

E. Any past banning by a sports governing body from providing media, streaming or production services.

F. Current or previous banning of the prospective Partner or its respective directors, partners, executives, or key managerial personnel by the governing body of any sport from supplying any form of goods and/or services including kits.

G. Default by the prospective Partner or any of its or their respective directors of any of its obligations to a financial institution or has defaulted on any of its obligations to a financial institution in the last 3 (three) Financial Years preceding the expression deadline of this EOI.

H. Blacklisting of the prospective Partner by any government authority.

4.3. Consortium, joint ventures or joint parties (each a "**Consortium**" and each entity in the Consortium referred to as a "**Consortium Member**") may submit an Expression ("**Consortium Expression**") provided that:

- (a) each Consortium Member which has submitted a Consortium Expression must be a Fit and Proper Person;
- (b) each Consortium Member is jointly and severally liable for the acts of the other Consortium Member(s) forming a part of the Consortium in relation to its Expression;
- (c) in the event the Consortium is declared as a Partner, it shall incorporate a special purpose vehicle (the "**SPV**") under the laws of India, for entering into an agreement with AIFF and for performing all its obligations in terms of the agreement.
- (d) For each Consortium:
  - (i) there must be no more than three (3) persons who are members in the Consortium;
  - (ii) the Consortium must fully describe in its Expression the relevant Consortium agreement and all relevant arrangements in relation to the Consortium, and produce the same upon request;
  - (iii) the Consortium must nominate one (1) Consortium Member as the lead member ("**Lead Member**"), who shall have an equity share holding of at least 51% (fifty one per cent) of the paid up and subscribed equity of the SPV. The nomination(s) shall be supported by a Power of Attorney, signed by all the other Consortium Member(s). The Lead Member shall be the contact person for AIFF in relation to this EOI and any Expression submitted by it, and AIFF shall deal with such Lead Member in place of the remaining Consortium Member(s) in relation to this EOI and any Expression submitted by such Consortium.
  - (iv) Any Person who is part of a Consortium will not be eligible to submit any other Expression, whether individually or as part of any other Consortium.

4.4. Documents to be Submitted. The EOI should be sent along with:

- (a) Platform profile: Prospective Partners are required to provide information about their background, profile, previous relevant streaming experience and legal status as per this Paragraph 4. They should include their registration or incorporation certificate and provide the name of the authorized signatory along with their designation.
- (b) Technical Proposal: Detailed approach to how the streaming will be conducted, including technical specifications and user engagement strategies along with existing experience in streaming competitions of similar stature.
- (c) Audience Reach: Information on the expected audience and outreach capabilities.
- (d) Compliance Undertaking: Confirmation and undertaking of compliance with all clauses of this EOI.

- (e) Expectation from AIFF: In this section, the prospective Partner should clearly state their expectations from AIFF, such as support, resources, or any specific requirements they have to carry out their proposed services successfully.

## 5. EOI – DATE SCHEDULE

| S.No | Information  | Dates                        |
|------|--|------------------------------|
| 1.   | Date of Issuance of the EOI  | 24 February 2026             |
| 2.   | Last date for receipt of written queries                             | 25 February 2026             |
| 3.   | Issuance of response to written queries                              | 25 February 2026             |
| 4.   | Last date for Expression submission (“ <b>Expression Due Date</b> ”) | 26 February 2026 at 12:00 pm |
| 5.   | Declaration of Short-listed parties                                  | 26 February 2026             |

## 6. GENERAL TERMS AND CONDITIONS

- 6.1. Interested parties with impeccable record, meeting the eligibility criteria contained herein may submit their Expressions for evaluation, complete in all respects by way of email to [legal@the-aiff.com](mailto:legal@the-aiff.com) on or before the Expression Due Date.
- 6.2. Any Expression with inadequate information, or those received after the Expression Due Date may not be considered. The Expression should be as concise and focused as possible to give evidence of the above requirements, including the experience statement and organization profiles.
- 6.3. This EOI is purely indicative in nature and does not constitute an offer, commitment, or obligation, financial or otherwise, on the part of AIFF. Submission of an Expression shall not, under any circumstances, be construed as creating any binding rights or obligations between AIFF and any interested party.
- 6.4. AIFF reserves the right, at its sole discretion and without assigning any reason, to amend, modify, alter, or withdraw any part of this EOI, including timelines, evaluation criteria, or scope of engagement, at any stage of the process.
- 6.5. AIFF may accept or reject any or all Expressions, in whole or in part, without providing any explanation, and without incurring any liability or obligation of any kind to the participating parties.
- 6.6. All costs associated with the preparation and submission of an Expression shall be borne solely by the interested party. AIFF shall not be responsible or liable for any such costs, regardless of the outcome of the selection process.
- 6.7. All information, documents, and materials obtained by the party in connection with this EOI process shall be treated as strictly confidential and shall not be disclosed, circulated, or shared with any third party without the prior written consent of AIFF. The party shall use such information solely for the purpose of preparing and submitting its Expression under this EOI.

- 6.8. AIFF reserves the right to disqualify any party at any stage if:
- (a) false, inaccurate, or misleading information is submitted;
  - (b) the Expression is incomplete or non-compliant with terms set out by AIFF;
  - (c) there is evidence of conflict of interest, collusion, or prohibited practices; or
  - (d) the party fails to meet the Eligibility Criteria.
- 6.9. AIFF reserves the right to seek clarifications, additional information, or documentation from any party at any stage, without any obligation to all other participants.

## ANNEXURE – 1

## SCHEDULE FOR STAGE 1 OF THE SEASON

| MATCH NO | DATE      | HOME                |     | AWAY                | Venue                           | City      | KO Time |
|----------|-----------|---------------------|-----|---------------------|---------------------------------|-----------|---------|
| 1        | 27-Feb-26 | Namdhari FC         | V/S | Aizawl FC           | Namdhari Football Stadium       | Ludhiana  | 16:00   |
| 2        | 27-Feb-26 | Chanmari FC         | V/S | Gokulam Kerala FC   | Rajiv Gandhi Stadium            | Aizawl    | 18:30   |
| 3        | 28-Feb-26 | Diamond Harbour FC  | V/S | Sreenidi Deccan FC  | Naihati Bankimanjali Stadium    | Kolkata   | 18:30   |
| 4        | 01-Mar-26 | Shillong Lajong FC  | V/S | Rajasthan United FC | SSA Stadium                     | Shillong  | 18:30   |
| 5        | 01-Mar-26 | Dempo Sports Club   | V/S | Real Kashmir FC     | Pandit Jawaharlal Nehru Stadium | Goa       | 16:00   |
| 6        | 06-Mar-26 | Aizawl FC           | V/S | Rajasthan United FC | Rajiv Gandhi Stadium            | Aizawl    | 18:30   |
| 7        | 07-Mar-26 | Gokulam Kerala FC   | V/S | Namdhari FC         | Payyanad Stadium                | Manjeri   | 16:00   |
| 8        | 07-Mar-26 | Chanmari FC         | V/S | Sreenidi Deccan FC  | Rajiv Gandhi Stadium            | Aizawl    | 18:30   |
| 9        | 08-Mar-26 | Shillong Lajong FC  | V/S | Real Kashmir FC     | SSA Stadium                     | Shillong  | 18:30   |
| 10       | 08-Mar-26 | Diamond Harbour FC  | V/S | Dempo Sports Club   | Naihati Bankimanjali Stadium    | Kolkata   | 16:00   |
| 11       | 12-Mar-26 | Chanmari FC         | V/S | Dempo Sports Club   | Rajiv Gandhi Stadium            | Aizawl    | 18:30   |
| 12       | 13-Mar-26 | Rajasthan United FC | V/S | Namdhari FC         | Vidhyadhar Nagar Stadium        | Jaipur    | 16:00   |
| 13       | 13-Mar-26 | Aizawl FC           | V/S | Real Kashmir FC     | Rajiv Gandhi Stadium            | Aizawl    | 18:30   |
| 14       | 14-Mar-26 | Gokulam Kerala FC   | V/S | Sreenidi Deccan FC  | Payyanad Stadium                | Manjeri   | 16:00   |
| 15       | 14-Mar-26 | Shillong Lajong FC  | V/S | Diamond Harbour FC  | SSA Stadium                     | Shillong  | 18:30   |
| 16       | 17-Mar-26 | Rajasthan United FC | V/S | Real Kashmir FC     | Vidhyadhar Nagar Stadium        | Jaipur    | 16:00   |
| 17       | 19-Mar-26 | Chanmari FC         | V/S | Shillong Lajong FC  | Rajiv Gandhi Stadium            | Aizawl    | 16:00   |
| 18       | 19-Mar-26 | Sreenidi Deccan FC  | V/S | Namdhari FC         | Deccan Arena                    | Hyderabad | 18:30   |
| 19       | 20-Mar-26 | Aizawl FC           | V/S | Diamond Harbour FC  | Rajiv Gandhi Stadium            | Aizawl    | 16:00   |
| 20       | 20-Mar-26 | Gokulam Kerala FC   | V/S | Dempo Sports Club   | Payyanad Stadium                | Manjeri   | 18:30   |
| 21       | 24-Mar-26 | Aizawl FC           | V/S | Chanmari FC         | Rajiv Gandhi Stadium            | Aizawl    | 18:30   |
| 22       | 25-Mar-26 | Sreenidi Deccan FC  | V/S | Dempo Sports Club   | Deccan Arena                    | Hyderabad | 18:30   |
| 23       | 25-Mar-26 | Real Kashmir FC     | V/S | Namdhari FC         | TRC Stadium                     | Srinagar  | 16:00   |
| 24       | 26-Mar-26 | Gokulam Kerala FC   | V/S | Shillong Lajong FC  | Payyanad Stadium                | Manjeri   | 18:30   |
| 25       | 26-Mar-26 | Rajasthan United FC | V/S | Diamond Harbour FC  | Vidhyadhar Nagar Stadium        | Jaipur    | 16:00   |
| 26       | 31-Mar-26 | Gokulam Kerala FC   | V/S | Aizawl FC           | Payyanad Stadium                | Manjeri   | 18:30   |
| 27       | 01-Apr-26 | Rajasthan United FC | V/S | Chanmari FC         | Vidhyadhar Nagar Stadium        | Jaipur    | 16:00   |
| 28       | 01-Apr-26 | Sreenidi Deccan FC  | V/S | Shillong Lajong FC  | Deccan Arena                    | Hyderabad | 18:30   |
| 29       | 02-Apr-26 | Dempo Sports Club   | V/S | Namdhari FC         | Pandit Jawaharlal Nehru Stadium | Goa       | 18:30   |
| 30       | 02-Apr-26 | Real Kashmir FC     | V/S | Diamond Harbour FC  | TRC Stadium                     | Srinagar  | 16:00   |
| 31       | 05-Apr-26 | Sreenidi Deccan FC  | V/S | Aizawl FC           | Deccan Arena                    | Hyderabad | 18:30   |
| 32       | 06-Apr-26 | Real Kashmir FC     | V/S | Chanmari FC         | TRC Stadium                     | Srinagar  | 18:30   |
| 33       | 06-Apr-26 | Namdhari FC         | V/S | Diamond Harbour FC  | Namdhari Football Stadium       | Ludhiana  | 16:00   |
| 34       | 07-Apr-26 | Dempo Sports Club   | V/S | Shillong Lajong FC  | Pandit Jawaharlal Nehru Stadium | Goa       | 18:30   |
| 35       | 07-Apr-26 | Rajasthan United FC | V/S | Gokulam Kerala FC   | Vidhyadhar Nagar Stadium        | Jaipur    | 16:00   |
| 36       | 10-Apr-26 | Namdhari FC         | V/S | Shillong Lajong FC  | Namdhari Football Stadium       | Ludhiana  | 18:30   |
| 37       | 11-Apr-26 | Diamond Harbour FC  | V/S | Chanmari FC         | Naihati Bankimanjali Stadium    | Kolkata   | 18:30   |
| 38       | 11-Apr-26 | Dempo Sports Club   | V/S | Aizawl FC           | Pandit Jawaharlal Nehru Stadium | Goa       | 16:00   |
| 39       | 12-Apr-26 | Real Kashmir FC     | V/S | Gokulam Kerala FC   | TRC Stadium                     | Srinagar  | 16:00   |
| 40       | 12-Apr-26 | Sreenidi Deccan FC  | V/S | Rajasthan United FC | Deccan Arena                    | Hyderabad | 18:30   |
| 41       | 17-Apr-26 | Namdhari FC         | V/S | Chanmari FC         | Namdhari Football Stadium       | Ludhiana  | 18:30   |
| 42       | 18-Apr-26 | Shillong Lajong FC  | V/S | Aizawl FC           | SSA Stadium                     | Shillong  | 18:30   |
| 43       | 18-Apr-26 | Diamond Harbour FC  | V/S | Gokulam Kerala FC   | Naihati Bankimanjali Stadium    | Kolkata   | 16:00   |
| 44       | 19-Apr-26 | Dempo Sports Club   | V/S | Rajasthan United FC | Pandit Jawaharlal Nehru Stadium | Goa       | 16:00   |
| 45       | 19-Apr-26 | Real Kashmir FC     | V/S | Sreenidi Deccan FC  | TRC Stadium                     | Srinagar  | 18:30   |