

INVITATION FOR EXPRESSION OF INTEREST FOR THE INDIA VS. HONG KONG – AFC ASIAN CUP 2027 QUALIFIER

1. INTRODUCTION, PURPOSE AND EXPRESSION

- 1.1. The All India Football Federation, the 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**”) for the production and broadcast (on linear television and digital platforms) of the India vs. Hong Kong – Asian Football Confederation (“**AFC**”) Asian Cup 2027 qualifier (matchday 6 of 6 of Group C of the group stages of the qualification rounds of the AFC Asian Cup 2027) which is scheduled to be held on 31 March, 2026 at IST 19:00 hours at Jawaharlal Nehru Stadium, Kochi (“**Qualifier**”) in accordance with this notice inviting Expressions as uploaded on the AIFF website (“**EOI Notice**”).
- 1.2. AIFF seeks to engage a partner for the following services to be provided, including without limitation: (i) live world-feed production; (ii) multi-camera coverage; (iii) commentary production; (iv) graphics and data integration; (v) uplink, downlink and transmission; (vi) delivery of clean and dirty feeds; and (vii) any ancillary programming or content as required by the AIFF (“**Broadcast Services**”). This EOI Notice seeks to appoint an exclusive broadcast partner capable of transmitting and distributing high-quality live coverage of the Qualifier through the provision of Broadcast Services (“**Partner**”). It is however clarified that AIFF is not bound to appoint a Partner, merely due to having published this EOI Notice.
- 1.3. By way of submitting an Expression in response to this EOI Notice, the interested parties acknowledge that all requirements related to the Broadcast Services under this EOI Notice, shall be subject to AIFF's directives and relevant regulations, as amended from time to time.

2. SCOPE OF ENGAGEMENT:

- 2.1. The Partner shall be required to exclusively produce, transmit and distribute high-quality live coverage of the Qualifier and associated programming across linear television, digital/OTT platforms and other authorised media. The Broadcast Services to be provided by the Partner under this EOI Notice, shall include, at a minimum, the following:
 - (a) Full, uninterrupted coverage of the Qualifier, with a break permitted only at halftime.
 - (b) Mandatory feed elements which shall include AIFF-approved logo and branding, teams entering the field at the start of the Qualifier or restart, wide shots of the field of play, teams exiting the field at halftime and full-time, replays that do not interrupt the flow of play, and any additional elements required by AIFF from time to time.
 - (c) A feed that shall be produced and/or delivered in High Definition (1080i/50) with a 16:9 aspect ratio for live streaming to AIFF, in a manner agreed between AIFF and the Partner.
 - (d) The Partner shall be responsible for production liaison and coordination with AIFF, approved third parties, and existing contractors.
 - (e) Minimum camera coverage, both in number of cameras and their positions, which shall adhere to the AIFF-approved camera plan as provided in the Annexure (which plan shall be submitted as part of the Expressions).
 - (f) Replay functionality must be provided as part of the production.
 - (g) The audio feed shall consist of fully mixed international sound, including clean sound effects.

- (h) Coverage shall be supplemented by a graphics package, subject to prior approval of the AIFF (approval not to be unreasonably withheld).
- (i) English commentary with each English commentary team comprising of at least two (2) commentators, approved by the AIFF with at least one (1) commentator of national repute to be included; and (ii) at least two (2) commentators to be provided for any television and/or digital transmission in any language (if additional feeds are produced with commentary in regional languages, where such requirement shall not be mandatory).
- (j) At the end of the term, the Partner shall deliver to the AIFF:
 - (i) the master copy of the feed, free of all watermarks and commercial insertions, in a format requested by AIFF; and
 - (ii) digital copies of each individual camera feed.

2.2. In addition to the above, the Partner's provision of the Broadcast Services (either by itself or through subcontractors) shall be on the indicative terms as set out below:

- (a) Exclusivity: The Partner shall have the exclusive right to produce, transmit, broadcast, distribute and exploit the live feed, delayed feed, highlights, and ancillary audio-visual content of the Qualifier within the Territory through provision of the Broadcast Services. No other entity shall be granted overlapping broadcast rights within the Territory.
- (b) Territory: The Partner shall ensure that the content on its platform(s) is available to access by a broad and diverse audience on a worldwide basis.
- (c) Quality Standards: The Partner shall maintain high standards of broadcasting and streaming, including transmission reliability, and viewer experience, in accordance with the technical and operational norms notified by AIFF from time to time. The Qualifier shall be broadcast on a digital platform, and on a best efforts basis on a linear television channel.
- (d) Commercialisation of Feed: The Partner may monetise its broadcast of the Qualifier through advertisements, sponsorships and other approved commercial integrations, strictly in accordance with the rights and entitlements specified in paragraph 0 of this EOI Notice, and subject to any AIFF regulations (which shall be provided to the Partner, to the extent applicable).
- (e) Holdback: The Partner shall provide AIFF with clips relating to the Qualifier to the AIFF, of a mutually agreed duration, within two (2) hours of the completion of the Qualifier, for AIFF to be able to share them on its social media channels.
- (f) Regional Language Broadcasting: 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 reasonable, proactive promotional campaigns to maximise the visibility, reach, and overall engagement of audiences with the Qualifier.
- (h) Licenses: The Partner shall be responsible for any necessary licenses or clearances required in relation to in-stadium music, library cues, sound effects used as part of the graphics package and any talent-related intellectual property rights.

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.

- (a) 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.
- (b) Right to re-run the broadcast, create and make available (i) highlights package, and (ii) any special and/or ancillary programming relating to the broadcast of the Qualifier.
- (c) Right to receive visibility on venue broadcast infrastructure (subject to layout approval), including at least: (a) one (1) stand-up camera backdrop branding position; (b) co-branded flash interview backdrops; and (c) production-team bibs/jackets, to the extent permissible under AFC Regulations (as defined herein).
- (d) Right to broadcast the Qualifier across AIFF-approved platforms, including live, delayed, replay and highlight clips.
- (e) Right to create highlights of the Qualifier of a duration as approved by AIFF, recap shows and analytical programming for use on its platforms.
- (f) Right to receive archival footage for approved promotional and wrap-up content in relation to the Qualifier, subject to availability with the AIFF.
- (g) Right to exploit commercial inventory and commercial breaks during live and repeat broadcast for revenue generation, subject to AIFF approval and applicable advertising restrictions.
- (h) Right to secure sponsors in connection with the broadcast of the Qualifier, in accordance with AIFF guidelines and restricted category lists that may be issued by the AIFF from time to time.
- (i) Right to access pre-match buildup, mixed-zone interviews, and post-match press conferences for the purpose of creating broadcast and digital shoulder programming, subject to AIFF's content guidelines and safeguarding protocols.
- (j) Right to transmit the Qualifier in cinemas or commercial public spaces and monetise such public exhibition activities, subject to AIFF's guidelines.

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 the AIFF.

4. ELIGIBILITY CRITERIA

- 4.1. The prospective Partner 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 Eligibility Criteria shall be fulfilled by prospective Partner:
- (a) Valid Incorporation: The party must be validly incorporated under the laws of India and be an existing and going concern 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 a Broadcast Operator. A "**Broadcast Operator**" is an entity that owns and/or operates an appropriate platform which it has distributed live sports content during the last three (3) calendar years, or continues to do so, or an entity that has produced and/or distributed live sports content during the last three (3) calendar years.
 - (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 Expression Due Date (as provided in paragraph 5) 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 Expression 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: The prospective Partner must have experience in broadcasting live sporting events of national or international repute for at least three (3) continuous years prior to the Expression Due Date (as provided in paragraph 5); 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 Broadcast 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, broadcasting 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.
 - 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 Notice.
 - 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; and
- (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 Notice 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 Notice 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 Notice should be sent along with:

- (a) Platform profile: Interested parties shall be required to provide information about their background, profile, previous relevant broadcasting 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 broadcasting will be conducted, including technical specifications and user engagement strategies along with existing experience in broadcasting matches of similar stature in continental competitions.
- (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 Notice.
- (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.
- (f) Commercial Bid: The Expression shall contain a price quoted for the media rights fee that an interested party proposes to pay to AIFF for the Broadcast Services relating to the Qualifier. In doing so, the interested party shall specify the split between the media rights fee payable and the production costs proposed to be incurred, in relation to the Qualifier.

5. **EOI NOTICE – DATE SCHEDULE**

S.No	Information	Dates
1.	Date of Issuance of the EOI Notice	12 March 2026
2.	Last date for Expression submission (" Expression Due Date ")	27 March 2026 at 12:00 pm
3.	Declaration of Partner	27 March 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 on or before the Expression Due Date.
- 6.2. Interested parties may submit clarifications by way of email to legal@the-aiff.com, if any, till seventy two (72) hours before the Expression Due Date. AIFF shall provide all interested parties with consolidated clarifications from time to time.
- 6.3. 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.
- 6.4. The grant of rights to provide the Broadcast Services under this EOI Notice shall be strictly limited to the Qualifier only and shall not extend, in any manner whatsoever, to:
 - (a) any other qualification rounds of the AFC Asian Cup 2027;
 - (b) Any subsequent stages of the AFC Asian Cup 2027 qualifying rounds; or
 - (c) the AFC Asian Cup 2027 tournament itself.
- 6.5. This EOI Notice 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 the AIFF and any interested party.
- 6.6. AIFF reserves the right, at its sole discretion and without assigning any reason, to amend, modify, alter, or withdraw any part of this EOI Notice, including timelines, evaluation criteria, or scope of engagement, at any stage of the process.
- 6.7. 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.
- 6.8. 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.
- 6.9. All information, documents, and materials obtained by the party in connection with this EOI Notice 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 Notice.
- 6.10. 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.

- 6.11. The rights granted under this EOI Notice, and the provision of all Broadcast Services by the Partner, shall at all times be subject to, and carried out in accordance with, all applicable regulations, guidelines, technical standards, broadcast production criteria, match-day requirements, and any other directives issued by the AFC (“**AFC Regulations**”), as amended or notified from time to time. For the avoidance of doubt, in the event of any inconsistency between AIFF requirements in this EOI Notice and AFC Regulations, the AFC regulations shall prevail to the extent of such inconsistency.
- 6.12. 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

Minimum Camera Plan for the Qualifier

10 Camera Set Up (8 + 2 cameras)	
S No	Particulars
1.	Three (3) cameras along the centre line
2.	Two (2) offside cameras
3.	Two (2) unmanned cameras behind either goal
4.	One (1) reverse/VIP camera
5.	One (1) handled camera
6.	One (1) high corner/drone camera subject to feasibility at the venue