

**REQUEST FOR PROPOSAL (RFP) FOR COMMERCIAL RIGHTS RELATING TO COMPETITIONS AND PROPERTIES OWNED BY THE ALL INDIA FOOTBALL FEDERATION**

**Date:** 02 March 2026

1. The All India Football Federation (“**AIFF**”) invites proposals from reputed entities to acquire the rights and obligations towards monetisation of commercial rights relating to specific club competitions (*men’s and women’s*) organised by AIFF (as detailed in **Annexure – 1**). The scope of rights relating to such competitions include those pertaining to advertising, data rights, digital rights, event-related rights, film rights, media rights, merchandising rights, pourage rights and sponsorship rights.
2. Accordingly, the AIFF is issuing the **RFP for Commercial Rights relating to Competitions and Properties owned by the AIFF, which provides the detailed terms and conditions governing the submission and evaluation of bids to be submitted by interested entities. The RFP will be made available to interested entities upon receipt of payment of a non-refundable fee of Indian Rupees Two Lakh Fifty Thousand (INR 2,50,000/-) exclusive of any applicable direct and/or indirect taxes (“Document Fee”).** The interested entities may note the following timelines in relation to the RFP:

S No	Information	Dates
1.	Publishing of RFP online	02 March 2026
2.	Date of Pre-Bid Conference	11 March 2026 (at a time to be notified by AIFF)
3.	Last date for submission of written queries for clarification.	12 March 2026 by 1600 hrs IST
4.	Issuance of response to written queries	15 March 2026
5.	Last date for Bid submission (“ <b>Bid Due Date</b> ”)	19 March 2026
6.	Opening of Technical Bids	20 March 2026
7.	Opening of Commercial Bids	20 March 2026

3. The Document Fee shall be paid into the following bank account of the AIFF:

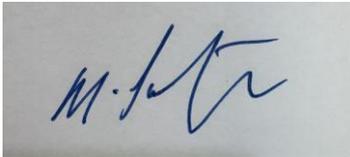
A/C NAME: All India Football Federation  
A/C NUMBER: 10076105671  
BANK NAME: IDFC First Bank  
BANK BRANCH: Gurgaon Golf Course Road Branch  
A/C TYPE: Savings  
IFSC CODE: IDFB0021001

4. Interested entities are required to email the details of payment made for purchase of the RFP by way of email to [legal@the-aiff.com](mailto:legal@the-aiff.com), with the subject line “**Confirmation of Payment of Document Fee for rights relating to club competitions owned and organised by AIFF**” along with the following details:

S No	Details
1.	Name of the Party
2.	Registered Address
3.	PAN (if applicable)
4.	GSTIN (if applicable)

5. It is clarified that the RFP shall be shared by way of email only upon receiving the payment and the details as mentioned above. It is further clarified that the RFP must be purchased by the entity that is desiring to bid. Such right to bid may not be transferred to any affiliates of the entity making payment. Further, any bid submitted in response to the RFP by an entity that has not made the payment described hereinabove, shall be summarily rejected and not considered for any evaluation under the RFP.
6. Any interested party wishing to submit a bid may purchase the RFP. However, only bids of entities satisfying the conditions of eligibility described in the RFP, may be considered by AIFF for further evaluation. It is clarified that merely purchasing the RFP does not mean AIFF has to evaluate a bid submitted such entity.
7. AIFF reserves the right to cancel or amend the RFP process at any stage, and in any manner, at its sole discretion.

For **All India Football Federation**



M Satyanarayan  
Deputy Secretary General

## ANNEXURE – 1

### List of Packages constituting the Rights

1. Package A – Club Competitions (Men)

Commercial Rights relating to the following men’s club competitions owned, organised and/or sanctioned by the AIFF:

- 1.1 Indian Super League (or the seniormost men’s professional football league competition, as it may be known); and
- 1.2 Federation Cup (or the senior most cup competitions for professional men’s football clubs).

2. Package B – Club Competitions (Women)

Commercial Rights relating to the following women’s club competitions owned, organised and/or sanctioned by the AIFF:

- 2.1 Indian Women’s League (or the seniormost women’s professional football league competition, as it may be known);
- 2.2 Indian Women’s League 2 (or the second division of women’s professional football league competition, as it may be known); and
- 2.3 At the Bidder’s option, rights relating to the Women’s Federation Cup (or the senior most cup competitions for clubs participating in competitions described in paragraphs 2.1 and 2.2 above, as it may be known).