



**ALL INDIA
FOOTBALL
FEDERATION**



**REQUEST FOR PROPOSAL (RFP) FOR THE GRANT OF MEDIA RIGHTS
RELATING TO THE INDIAN SUPER LEAGUE FOR UP TO FOUR (4) SEASONS
COMMENCING FROM THE 2026-27 SEASON**

Date: 25 July 2026

1. The All India Football Federation (“**AIFF**”) in conjunction with Indian Super League Clubs (“**ISL Clubs**”) invites proposals from reputed entities to acquire the media, broadcast, digital and production rights in respect of the ISL (as detailed in Annexure – 1) for a period of up to 4 seasons (**From 2026-27 season to 2029-2030 season**).

2. Accordingly, the AIFF and ISL Clubs are issuing the **RFP for the Grant of Media Rights Relating to the Indian Super League for up to Four (4) Seasons Commencing from the 2026-27 Season** 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 (INR 2,00,000/-) 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	25 July 2026
2.	Date of Pre-Bid Conference Bidders that intend to attend the Pre-Bid Conference shall also confirm their intention to attend the Pre-Bid Conference by the same date.	30 July 2026
3.	Last date for submission of written queries for clarification.	3 August 2026
4.	Issuance of response to written queries	5 August 2026
5.	Last date for Bid submission (“ Bid Due Date ”)	8 August 2026
6.	Opening of Technical Bids	10 August 2026 at 11:00 hrs IST
7.	Technical Presentation by Bidders (if required)	To be confirmed by the ISL Clubs
8.	Opening of Commercial Bids	10 August 2026 at 13:00 hrs IST



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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, with the subject line “Confirmation of Payment of Document Fee for **RFP for the Grant of Media Rights Relating to the Indian Super League for up to Four (4) Seasons Commencing from the 2026-27 Season** along with the following details:

Name of the Party

Registered Address

PAN (if applicable)

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 and the ISL Clubs for further evaluation. It is clarified that merely purchasing the RFP does not mean AIFF has to evaluate a bid submitted by such entity.

7. AIFF and the ISL Clubs reserve the right to cancel or amend the RFP process at any stage, and in any manner, at its sole discretion.



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ANNEXURE – 1

List of Packages constituting the Rights

- (i) **Package A (With Production):** the Bidder undertakes and bears the cost of Live Production and the production obligations as set out in the RFP document
- (ii) **Package B (Without Production):** the ISL Clubs shall arrange for Live Production, and the Bidder shall not bear the cost of production as set out in the RFP document