

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat (T&C Division)
Prasar Bharati House
Copernicus Marg, New Delhi-110001

F. No. TC-1/011(1)/2020-21/Tariff

Dated: 15/05/2020

Addendum to Circular No. 3/2020

Subject: Special Airtime Rates for Vishnupuran on DD Bharati Channel

With approval of the Competent Authority, the following stipulations are being prescribed in addition to the prescription for Special rate card for serial "Vishnupuran", issued as Circular 3/2020 vide letter of even number dated 14/05/2020 (Copy enclosed):

1. The minimum daily limit applicable for FCT utilisation in respect of the sponsors specified in the said Circular 3/2020 shall be as under:
 - a) 100 Seconds: For Main Sponsor 1
 - b) 70 Seconds: For Main Sponsor 2
 - c) 60 Seconds: For Associate Sponsor 1 & 2
2. The rates prescribed in the said Circular 3/2020 are introductory rates and are valid for limited period.

Encl: As above.



(P.S. Srivastava)
Director (ER)
Mob.9968076979

Copy for necessary action to:

1. ADG(P), Policy & Planning, DG:DD, New Delhi.
2. Additional Director General, SMD Mumbai, Doordarshan Kendra, Worli, Mumbai.
3. Additional Director General, (Marketing), PB Sectt., New Delhi.

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4. Additional Director General (SD), South Zone, All India Radio, Rajbhavan Road, Bangalore 560 001.
5. Head, Sales, Prasar Bharati House, Copernicus Marg, New Delhi 01.
6. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
7. DDG(Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

Copy for kind information to:-

1. SO to CEO, PB
2. PS to Member(Fin.), PB

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Circular No. 3/2020

Subject: Special Airtime Rates for Vishnupuran on DD Bharati Channel

Special rate card for serial "Vishnupuran" being scheduled to be telecast on DD Bharati channel at 7 pm slot w.e.f. 14.05.2020 has been approved as below:-

| Type | Rate | Total FCT (in Seconds) |
|--|-----------|---------------------------|
| Main Sponsor 1 | 40,00,000 | 4350 |
| Main Sponsor 2 | 25,00,000 | 2200 |
| Associate Sponsor 1 & 2 | 20,00,000 | 1650 |
| Package | 10,00,000 | 750 |
| SBR | 15,000 | |
| Early Bird Offer for orders received upto 15th May, 11:59 PM | 10,000 | |

2. GST@18% will be charged extra.
3. Banking and rescheduling of spots shall be the prerogative of PB.
4. ADG(P)(South Zone) will work as a Channel coordinator. The Channel coordinator shall maintain the google sheet for every programme for sales and booking of FCT on daily basis and also give approval for rescheduling.
5. This issues with the approval of CEO, Prasar Bharati.



(P.S.Srivastava)
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