

**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)/2019-20/Tariff(Part) (Computer No. 9279)

Dated: 18/09/2020

**Circular No. 10/2020**

**Subject: Airtime Rates for DD Retro Channel.**

**Reference: T & C Circular No. 5/2020 Dt. 08.06.2020.**

The airtime rate for DD Retro Channel was prescribed vide T&C Circular No.5/2020 dated 08/06/2020.

2. The above referred Circular had come into force with effect from 20/06/2020 and was valid for a period of 3 months only i.e. upto 19/09/2020.
3. It has now been decided to continue with the existing airtime rate prescribed vide above circular till further orders.
4. The General Guidelines for In-House Programmes and Outside Produced Sponsored Programmes, prescribed in the Circular No. 3 (Issued vide Letter No. DCS/33(9)/Rate Card/2012 dated 01.02.2013) shall also be applicable for this channel, as indicated in circular no. 5/2020 dated 08/06/2020.
5. This issues with the approval of CEO, Prasar Bharati.

  
18.09.2020

(P.S.Srivastava)

Director (ER)

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**To,**

The Director General,  
Doordarshan  
Doordarshan Bhawan (Tower-A)  
Copernicus Marg,  
New Delhi-110001

**Copy for information and necessary action to:**

1. Additional Director General- Sales, East Zone/West Zone/South Zone.

Contd./-P2.

**TC-01/011(1)2019-20/Tariff(Part)**

2. Additional Director General, Marketing, PB Sectt., New Delhi.
3. Head, Sales, PB Sectt., New Delhi with request to circulate it to all concerned.
4. DDG(Sales), DD, PB Sectt., New Delhi.
5. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
6. 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