

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

F. No. TC-01/011(1)2020-21/Tariff (Comp.No.11510)

Dated: 27/07/2020

Subject: Clarifications in Circular No. 6 of 2020 Reg. Airtime rates for DD National channel and various Regional Languages Satellite Services of Doordarshan (Regional DD Channels)

This is in continuation of Circular No. 6 of 2020 dated 25/07/2020 vide which the airtime rates for various Regional Language Satellite Services of Doordarshan (Regional DD Channels) have been revised. The following are clarified:-

1. **It is one again stated that there is no change in various airtime rates for DD-National channel including the prevailing terms & conditions.** The rates for DD-national channel were included in the Circular no. 6 of 2020 only for the completeness of the rates in a single circular, as was done in the earlier one.
2. Vide Circular No. 6 of 2020 dated 25/07/2020 the airtime rates only for various Regional Languages Satellite Services of Doordarshan (Regional DD Channels) has been revised.

Accordingly, para no. 5 of Circular No. 6 of 2020 i.e. "*Corporate clients shall be provided Bonus to the extent of 1:1 for next 3 months. Such bonus shall be consumed within the period of campaign only. **While granting bonus, it should be ensured that the end customer is a corporate client.***" is applicable to various Regional Languages Satellite Services of Doordarshan (Regional DD Channels) **only**.


27.07.2020

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To,

1. The Director General,
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2. The Director General,
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Copy for information and necessary action to:

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