

F. No. TC-01/011(1)2020-21/Tariff(Comp. No. 20849)

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. 20849) Dated: 22/10/2020

Circular No. 11 of 2020

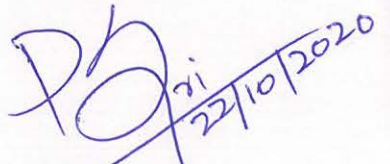
Subject: Revised Airtime Rates for Programme "Shree Krishna" being telecast on DD-National.

- Ref.: 1. Sales Division Order No. PBS/SD/HoS/2020-06 dated 28/04/2020.**
2. T&C Circular No. 4/2020 Dated 19/05/2020 issued vide F. No. TC-1/011(1)/2019-20/Tariff (Part).
3. T&C Circular No 8 of 2020 dated 13/08/2020 issued vide F.No. F. No. TC-01/011(1)2020-21/Tariff (Comp. No. 20849)

Special airtime rates for programme "Shree Krishna" being telecast on DD-National were prescribed from time to time vide above mentioned circulars. The special airtime rate for the programme "Shree Krishna" has now been revised.

Henceforth, the standard rates of DD-National channel prescribed vide T&C Circular No. 6 of 2020 dated 25/07/2020 to be applicable.

2. The above revised rates to be applied as per the terms and conditions of Agreement/Contract/ROs which are signed periodically.
3. This issues with the approval of CEO, Prasar Bharati.



(P.S. Srivastava)
Director (ER)

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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. Zonal Head (Content Ops.) National Zone/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(Sales-DD), PB Sectt., New Delhi.
5. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
6. Members of the Tariff Committee.
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

PS
22/10/2020