

Prasar Bharati
Content Sourcing Division
Copernicus Marg, New Delhi

No.40/1/2021-P.6(Content Sourcing)

Dated:24.03.2022

Subject: Inviting Applications from all Hindi Feature& Hindi dubbed Feature Films Rights Owners for allotment of Feature Film Slots on DD National Channel through e- Auction process.

1. Prasar Bharati invites applications to allocate 7 Feature Film Slots per week on DD National Channel for a **period of one year** through e-auction process.
2. The slots will be allotted as per procedure explained in **Annexure-1**.
3. The standard duration of the slot will be three hours. However, if the run-time of the movie so requires, Prasar Bharati may consider at its discretion allowing extra duration of minimum 15 minutes or in its multiples for accommodating the entire run-time of the film plus the commercial time allowed. In such an event, rights owners will be required to pay additional amount on pro-rata basis of quoted slot fee for three hours. The rights owners will be allowed additional commercial time on pro rata basis. If the film ends in less than three hours of allotted time, the Bidder shall not be allowed to telecast any content after completion of telecast of the film.
4. The applicants desirous of participating in the e-auction may apply online only, through our portal, <https://ddslots.prasarbharati.org/> along with requisite fee and all documents mentioned in '**Check-List of the Documents**.'
5. The Rights Owner desirous of participating in the e-auction will be required to furnish transaction documents of the fee with the bidder registration form as under:

Prasar Bharati

- i. Non-refundable processing fee of Rs 25000/- (Rupees twenty five thousand only), plus 18% GST must be submitted online through the portal.
 - ii. Demand Draft of Rs 21,47,600/- (Rupees Twenty One Lakh Forty Seven Thousand Six Hundred only) inclusive of 18% GST from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, towards participation fee i.e. one fourth of total reserve price of a lot of 52 slots.
 - iii. For unsuccessful bidders, participation fee will be refunded within three weeks after declaration of the results of e-auction.
6. Right holder(s) of Feature Films, fulfilling the eligibility criteria mentioned below, would be allowed to participate in the allotment of slots/ e-auction process;
- i. The applicant should have valid **Satellite Rights of not less than Fifteen (15)** Hindi Feature Films/Hindi dubbed feature Films excluding 'A' Certified Films on the date of e-auction corresponding to each lot of 52 slots applied for.
 - ii. The applicant should not be a defaulter of Prasar Bharati /Doordarshan at the time of submission of the Application.
 - iii. A black-listing order passed by the Central government / State governments / any PSU/Autonomous body of the government should not be in operation against the applicant at the time of submission of the Application.
 - iv. The Rights Holder should not have been debarred from the bidding as per GFR, Rule 151.

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7.The reserve base price for **each lot of 52 slots** will be as under:

S.N.	Day	Time band	Total No. of Slots in One year	Reserve/Base price of a lot comprising of 52 slots.
i	Monday	1400-1700Hrs	52	Rs. 72,80,000/- Plus 18% GST
ii	Tuesday	1400-1700Hrs	52	Rs. 72,80,000/- Plus 18% GST
iii	Wednesday	1400-1700Hrs	52	Rs. 72,80,000/- Plus 18% GST
iv	Thursday	1400-1700Hrs	52	Rs. 72,80,000/- Plus 18% GST
v	Friday	1400-1700Hrs	52	Rs. 72,80,000/- Plus 18% GST
vi	Saturday	1400-1700Hrs	52	Rs. 72,80,000/- Plus 18% GST
vii	Sunday	1400-1700Hrs	52	Rs. 72,80,000/- Plus 18% GST

(The e-Auction shall be scheduled lot-wise.)

8. In case a bidder is interested in multiple time-bands, then separate registrations will have to be submitted by the bidder indicating the intention to bid for specific time-bands.

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9. Successful bidders shall make payments as per the schedule given below:

SN	Description	Installment Amount in Rs.
1.	<p>i) 1st Installment in advance one week before placement of content on DD National channel or within one month from date of winning of bid whichever is earlier.</p> <p>ii) 2nd Installment in advance within one month of placement of content on DD National channel.</p> <p>iii. Subsequent monthly Installment in advance and within one month of paying the previous installment, till the last installment.</p>	<p>One tenth (Total Bid price –Participation Fee)+applicable 18% GST</p>
2	<p>Participation fee (i.e. One fourth of the total Reserve Price of a lot of 52 slots) deposited at the time of e-auction shall be adjusted in the final installment of the bid amount.</p>	

10. In case of any installment not paid within the scheduled dates, a notice to this effect shall be issued to the defaulter to deposit the payment due along with penalty as mentioned in the clause 11 (below) within seven days.

11. A penal interest **14.5% per annum** shall be charged from the due date of payment. The penal interest shall be charged for the entire month for a payment default of seven days or part thereof.

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12. In case the installment due along with the penal interest is not paid within seven days from its scheduled due date, the Participation Fee along with any instalment already deposited by the bidder till date, will be forfeited and the bidder shall be discontinued from the Prasar Bharati platform without any further notice. In such case, the bidder will have no right on the slot(s). The vacated slots may be made available for re-auction.
13. Applicants desirous of allotment of Hindi Feature & Hindi dubbed Film slots on DD National are required to provide prescribed documents in support of his/her eligibility. In case of lack of clarity, ambiguity or conflicting information, applications will be deemed ineligible and may be summarily rejected. For details please refer checklist of documents provided with the application form.
14. Online Training will be provided to all the participants by PB/DD before the commencement of actual e-Auction.
15. Prasar Bharati reserves the rights to accept/reject/cancel/amend the e-Auction/slots/time bands offered at any time during the e-auction or after e-auction.
16. The successful bidders will be required to enter into a written agreement on stamp paper of requisite value within a fortnight of communication of the outcome of bidding.
17. Successful bidders will be entitled to use Free Commercial Time (FCT) of 4 minutes i.e. 240 seconds per half an hour slot & additional 2 minutes FCT shall be reserved for & retained by Prasar Bharati.
18. Successful bidders will be permitted to telecast corporate advertisements only. They will not be allowed to have Government/PSUs/ Autonomous and

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regulatory bodies of the Government advertisement in their allotted commercial time of 4 minutes per half an hour.

19. Successful bidders will be allowed to telecast only Hindi Feature & Hindi dubbed Film & film related promo, teaser & songs etc. (as fillers) in the allotted slot of 3 hours for promotion of upcoming films in case adequate commercials are not available during the telecast of particular film.
20. 'A' certified films (by CBFC) will not be eligible for telecast. Only 'U', 'V/U' & 'U/A' certified films will be eligible for telecast. 'U/A' certified films can be telecast with cautionary endorsement that the question as to whether the child below age of 12 years may be allowed to see such a film should be decided upon by the parent or guardian of such child. Further, the content should be compliant with commercial and broadcast code of Prasar Bharati.
21. Successful bidder will not be allowed to monetize the excess time of provided slot (after completion of feature film). 4 minutes of FCT provided per half an hour, shall be available only during the telecast of the film. Only two breaks per half an hour shall be permitted.
22. Only Doordarshan logo will be carried during the telecast.
23. In case any dispute arises regarding rights etc. of the content provided, the successful bidder will be solely responsible for it. PB/DD will not be responsible in any manner whatsoever. The bidder shall fully indemnify Prasar Bharati against all third party demands, claims, controversies, etc., arising due to telecast of the content.
24. If the Right holder commits a material breach of any term of the agreement between the parties which is not remedied by him within 15 days of service of a notice in that behalf, PB shall terminate the agreement.



25. In case the programme violates any law or is contrary to the programming guidelines and Broadcast code of DD/PB or is otherwise prejudicial to the interests of PB, the agreement shall be terminated by PB with immediate effect.
26. PB will have full discretion to deviate the time slots in the event of Broadcast of National Importance or in the event of such broadcasts as mandated and necessitated from time to time.
27. If in case of programme exigencies, the film is not telecast in the scheduled slot, Prasar Bharati has right to either reschedule it, or cancel it. In case of cancellation, the slot fee will be not charged.
28. The Last Date for submission of applications is **25 .04. 2022**.
29. There will be an online pre-bid meeting on **04.04.2022** at **3 PM** to make the willing bidders acquaint with the procedure and reply their query, if any.
30. In case of any query regarding submission of online form application, the applicants may contact at our e-mail - ddprgflms@gmail.com.



Surender Singh
DDG (Content Sourcing)
Dated: 24.03.2022

ANNEXURE-I

e-AUCTION PROCESS

1. e-Auction will be held for various slots as detailed below;
 - a) e-Auction will progress in each round till such time there are no more bidders for a given time period or there are no more vacant slots left.
 - b) e-Auction for every period will be of 15 Minutes duration. Additional 3 minutes will be added to the e-auction time, if any bid is received in the closing minute before the closing time of each e-auction.
 - c) e-Auction for a different slot/ time band will be conducted 20 minutes after completion of e- auction of previous slot/time band.
 - d) The Reserve Price for the commencement of e - auction for different slot/time band shall be as per para 7 of the notification. Incremental amount in the e- auction bids of slots/time band shall be of a minimum of Rs 2,000 (Two thousands only) and multiples thereof.
 - e) After the expiry of the prescribed time window, the highest bidder will be allotted the slot.
 - f) A round shall end when there are no active bids and active bidder has been awarded slot/time band based on principle of highest bid. At the end of expiry of prescribed time window of e-auction, the e-Auction may proceed to next round for next time slot/band.
 - g) If required, Prasar Bharati can extend e-Auction to the next day or as the case maybe.
 - h) Online Training will be provided to all the participants before the commencement of actual e-Auction.
 - i) A lot of 52 slots that remains unfilled during scheduled e-Auction may be filled by any other mode.

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- j) Prasar Bharati reserves the rights to accept/ reject/ cancel/amend the e-Auction/slot at any time during the e-Auction or after e-Auction.

K) Time duration of e-auctions:

SI No.	Event	Time/ Duration
I	E-auction duration of a lot of 52slots.	15 mins
Ii	Extension of time duration for e- auction for the slot/time band , If bid is received in the last minutes	3 mins
Iii	Time interval for e-auction of slots/ time bands between two time period	20 mins

2. After conclusion of the e-auction, details of the winning bidders will be notified on the PB website.
3. A conditional letter of allotment will be issued to successful bidders indicating the time band allotted, along with the payment schedule, original documents to be scrutinized and verified, draft agreement to be signed between Prasar Bharati and Bidder.
4. The allotment will be confirmed only after all formalities specified in the conditional letter of allotment have been completed by the bidder within the specified time period including the execution of the agreement with Prasar Bharati.
5. Successful bidders will submit the content (prints of Hindi Feature Films)compliant with commercial and Broadcast Code of Prasar Bharati, at least **2 weeks** prior to the telecast with relevant details for content scrutiny and in the specified format on Hard Disc Drive and all documents establishing rights for the films, CBFC certification etc.

Handwritten signature

Documents establishing the rights of the content owner will have to be submitted along with the content. Content if found to be non-compliant at any stage and not corrected timely, may result in cancellation of placement and potential black- listing of the bidder. PB will not be liable to compensate any financial loss on this account, irrespective of status of scrutiny clearance/broadcast of the said content.

6. Upon failure to place content on allocated slots as per telecast schedule, penalty equal to the bid price per slot will be levied for the period of delay up to a maximum of 7 days, after which the allotment will be treated as cancelled and the Participation Fee forfeited.

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ANNEXURE-II

PRE-BROADCAST CONTENT SCRUTINY

1. Content i.e. feature film and fillers, will be previewed/scrutinized by a Committee before telecast.
2. In case, the filler is non-compliant to Commercial & Broadcast Code of Prasar Bharati and/or successful bidder fails to provide the same, DD National can fill the excess time with content available with it.
3. Irrespective of status of scrutiny/clearance, successful bidder has to self-certify that content is fully compliant with both broadcast code and commercial code of Prasar Bharati and affirm that full responsibility for such compliance rests with the bidder.
4. PB at any stage can suspend content from going on-air if content is found to be non-compliant.
5. Any such suspension by PB will have to be communicated to the bidder with details of non-compliance and suggested modifications to ensure compliance.
6. Content if found to have been non-compliant post Broadcast may result in cancellation of the placement and potential black-listing of the bidder.
7. PB will not be liable to compensate the bidder for any loss of monetization on account of non-compliant content irrespective



of status of scrutiny/clearance and irrespective of status of broadcast of the said content.

8. Any revenue loss on account of content non-compliance will be the sole liability of the bidder and PB will not be liable to refund any slot/band fee paid in advance.
9. Failure to submit the content within the time specified and failure to come on-air on scheduled time will be grounds for cancellation of the placement and potential black-listing of the bidder.
10. Successful bidders will supply promos (video, audio and print)/ publicity material) of the Films on a regular basis. Promo material for build-up publicity shall be supplied two weeks prior to the telecast of film.
11. The print of the Film must meet the technical format and technical standards notified.

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Annexure-III

Check list of documents

- I. Copy of PAN Card.
- II. Copy of GST Registration Certificate.
- III. Income Tax Returns of last 3 years i.e. for FY 2018-19, 2019-20 & 2020-2021.
- IV. **Indemnity Bond duly notarized on stamp paper of Rs. 100/-** to indemnify against third party claims arising out of disputes relating to rights and it will also indemnify against all kind of claims, disputes, controversies, litigation, and court expenses incurred by the applicant arising out of telecast of the content.

(To be taken from the Successful Bidders at the time of signing the agreement.)

v) Non-refundable processing fee of Rs.25000/- (Rupees Twenty Five Thousand only), plus 18% GST, must be submitted online through our portal.

VI) Demand Draft of Rs 21,47,600 (Rupees Twenty One Lakh Forty Seven Thousand Six Hundred only) inclusive of 18% GST, towards participation fee from any scheduled bank in favour of PB(BCI) Doordarshan Commercial Service, New Delhi. (Demand Draft must be submitted at Room No-1005, 10thFloor, Tower-B, Directorate General: Doordarshan,



Doordarshan Bhawan, Copernicus Marg, New Delhi 110001,

by **25.04.2022 till 03:00 PM** otherwise the form will be summarily rejected.)

- vii. Authority letter in respect of person with phone no. and e-mail id authorising to bid in e- auction on behalf of Bidder Company.
- viii. Affidavit on Stamp Paper of requisite value regarding para- 6 of eligibility.

Note: *Submit separate Registration/Application form for each lot of 52 slots bid for*



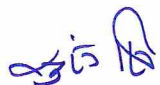
Annexure-IV
Affidavit
(on Stamp Paper of requisite value)

I/We on behalf of hereby undertake that we have applied for participation in e-Auction process being held on for allotment of Hindi Feature & Hindi dubbed Films slots on DD National Channel as specified in point no. 5 of auction application form

I/We further confirm that the;

1. Information contained in the bidder Registration/Application form or any part thereof, including its exhibits, and other documents and instruments delivered to Prasar Bharati/Doordarshan is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not whole or in part mislead the department in its allotment process.

2. That I am not a defaulter/we are not a defaulter of Prasar Bharati/Doordarshan at the time of submission of this application.No amount is owed by me/us to Prasar Bharati/Doordarshan. No legal proceeding for the recovery of outstanding dues initiated by Prasar Bharati/Doordarshan against me/ us is pending.



3. That No order of blacklisting passed by the Central Government/ any State Government/ any PSU is in operation against me/ us as on date.
4. That I/We are not debarred from bidding as per GFR, Rule 151.
5. That I hereby give an undertaking that I have **Satellite Rights of not less than Fifteen (15)** Hindi Feature Films/Hindi dubbed Films excluding 'A' Certified Films on the date of e-auction corresponding to each lot of 52 slots applied for.
6. We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading or conflicting, we are liable to be dismissed from the e-auction process or cancellation of slot during the period of allocation, or thereafter if allotted a lot of 52 slots.

Signature:

Date:

(Organisation Seal)

(Name)

