

PRASAR BHARATI
INDIA'S PUBLIC SERVICE BROADCASTER
Sales Division :Prasar Bharati
NEW DELHI – 110 003

No.PB/SD/DD/Misc/2022(E-143806)

Dated : 19th December 2022

CIRCULAR

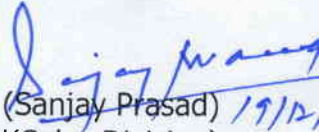
Subject :- Rate Card for "Swaraj & "Suro ka Eklavya"- regarding.

This is in reference to Sales Division circular no. PB/SD/DDN/Prog./119083, dated 14.07.2022, on the subject cited above.

The programmes "***Swaraj***" over **DD-National & Regional Channels & "Suro ka Eklavya"** over **DD-National** were marketed at 10% premium on the applicable rate card, without any volume discount.

In supersession of the previous order dated 14.07. 2022, it has been decided that the programme "***Swaraj*** over **DD National & Regional Channels & "Suro ka Eklavya"** on **DD National**, may be marketed on the extant rate card(issued vide PBS: T&C Division, ***circular no.5 of 2022, dated 26.05.2022***) along with the discount slab, as applicable, for corporate clients.

This issues with the approval of the competent authority.


(Sanjay Prasad) 19/12/22
Dy. Director General(Sales Division)
Prasar Bharati Secretariat

Copy to:-

1. SO to CEO,PB Sectt., New Delhi.
2. PS to Member(Fin.), PB Sectt. New Delhi
3. The Director General, Doordarshan.
4. The Director General, DD News
5. Zonal Head(CO) – East Zone/West Zone/South Zone/Ne Zone, with the request to circulate this to all the kendars under their control.
6. Additional Director General, Marketing, PB Sectt., New Delhi.
7. Head of Sales, PB Sectt., New Delhi.
8. DDG(DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi
9. Members of Tariff Committee
10. DDG(Tech.), PB Sectt. For getting this circular uploaded on PB's website.
11. All concerned, Sales Division , Delhi.