

**No.19109/0001/2012/AV**  
**GOVERNMENT OF INDIA**  
**DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY**  
SOOCHNA BHAVAN, C.G.O. COMPLAX, LODHI ROAD, NEW DELHI-110006

No.-Dir(AV)/Empanel/12-13/1

dated : 01.03.2013

Advisory on empanelment of 36 more channels

1. The panel advisory committee of DAVP has approved the empanelment of 36 more channels in addition to channels already empanelled till 9th January, 2013. The list of 11 channels which are being offered regular empanelment is at annexure 'A', while the list of 25 channels which are being provisionally empanelled is at annexure 'B'. Provisionally empanelled channels have been given 6 months time during which they are required to complete their documentation failing which they are liable to be de-empanelled. The uploading of these lists may be taken as the offer letter for empanelment from DAVP and no separate letter of offering empanelment will be issued.
2. The empanelment of 8 channels will be pending as the required documents are not submitted by channels with their applications. The list of these channels is at annexure 'C'.
3. The revised rates calculated on the basis of TAM for week 1 to 26, 2012 as per the guidelines announced by the Ministry of Information & Broadcasting is being uploaded on DAVP website along with the advisory.
4. The empanelled channels both regular and provisional may submit their acceptance on both empanelment and the rates by March 15, 2013. They may send their acceptance by post or personally to Shri Jitendra Kumar Dwivedi, Campaign Officer (AV), AV Wing, DAVP, Room No. 945, 9th Floor, Soochna Bhavan, Lodhi Road, New Delhi-110006, contact no. : 011-24369370.
5. Discrepancies/Errors, if any, in the attached lists may be brought to the notice of undersigned for necessary action.
6. All the channels which are either regularly or provisionally empanelled may apply, in writing, to DAVP, through the authorized signatory, for issue of user ID & Password, for downloading ROs, bill status, etc.

Encl: Annexure 'A', 'B' & 'C'.

Rate list for 36 channels.

  
01/03/13  
L.MADHU NAG  
DIRECTOR (AV)

(एल. मधु नाग)  
(L. MADHU NAG)  
निदेशक/Director  
वि. सू. प्र. नि./D. A. V. P.  
सू. प्र. मंत्रालय/Min. of I & B  
भारत सरकार, नई दिल्ली  
Govt. of India, New Delhi

### Annexure- A

	<b>Regular empanelled</b>
1.	9X JHAKKAS
2.	JMOVIE
3.	JAYA PLUS
4.	JAYA MAX
5.	PUTHIYA THALAIMURAI TV
6.	MANORAMA NEWS
7.	MAHAVIL MANORAMA
8.	INDIA NEWS(UP/JH)
9.	MH ONE
10.	MHI NEWS
11.	JANSARI

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### Annexure- B

	<b>Provisional Empanelled</b>
1.	UDAYA TV
2.	UDAYA MOVIES
3.	KIRAN TV
4.	SUN NEWS
5.	SUN TV
6.	GEMINI MOVIES
7.	GEMINI TV
8.	UDAYA NEWS
9.	ADITYA TV
10.	K TV
11.	SUN MUSIC
12.	SURYA TV
13.	CHUTTI TV
14.	KOCHU TV
15.	GEMINI MUSIC
16.	GEMINI NEWS
17.	GAMINI COMEDY
18.	KUSHI TV
19.	UDAYA MUSIC
20.	UDAYA COMEDY
21.	CHINTU TV
22.	PEPPERS TV
23.	SANGEET BHOJPURI
24.	SANGEET BANGLA
25.	KASTHURI TV

## Annexure- C

	Pending channels
1.	KALAI GNAR TV
2.	ISAIRUVI
3.	SEITHIGAL
4.	MURASU
5.	CHITHIRAM
6.	SRIPPOLI
7.	TRAVEL XP HD
8.	MUSIC INDIA

6<sup>th</sup> meeting of PAC → Rate List

**GEC TVRs With Time Bands**

GEC TVRs With Time Bands								GEC RATES							
S.NO	CHANNELS	TVR	TVR	TVR	TVR	TVR	TVR	S.NO	CHANNELS	7AM-9AM	9AM-12PM	12PM-7PM	7PM-8PM	8PM-10PM	10PM-11PM
1	9X Jhakaas	0.01	0.02	0.01	0.01	0.01	0.01	1	9X Jhakaas	380	610	380	380	380	380
2	ADITHYA	0.05	0.05	0.05	0.05	0.06	0.06	2	ADITHYA	1300	1300	1300	1300	1530	1530
3	Chintu TV	0	0	0	0	0	0	3	Chintu TV	150	150	150	150	150	150
4	Chutti TV	0.01	0.01	0.01	0.01	0.01	0.01	4	Chutti TV	380	380	380	380	380	380
5	GEMINI	0.09	0.23	0.27	0.33	0.54	0.31	5	GEMINI	2220	5440	6360	7740	12570	7280
6	Gemini Comedy	0.02	0.02	0.02	0.03	0.03	0.02	6	Gemini Comedy	610	610	610	840	840	610
7	Gemini Movies	0.07	0.08	0.1	0.13	0.16	0.13	7	Gemini Movies	1760	1990	2450	3140	3830	3140
8	Gemini Music	0.03	0.03	0.02	0.03	0.03	0.02	8	Gemini Music	840	840	610	840	840	610
9	India News Uttar	0	0	0	0	0.01	0	9	India News Uttar	150	150	150	150	380	150
10	J MOVIE	0	0	0	0	0	0	10	J MOVIE	150	150	150	150	150	150
11	Janasri Kannada	0.01	0.01	0.01	0.01	0.01	0.02	11	Janasri Kannada	380	380	380	380	380	610
12	Jaya Max	0.02	0.02	0.01	0.02	0.02	0.02	12	Jaya Max	610	610	380	610	610	610
13	Kasturi	0.01	0.02	0.03	0.02	0.01	0.01	13	Kasturi	380	610	840	610	380	380
14	KIRAN TV	0.01	0.02	0.01	0.02	0.06	0.04	14	KIRAN TV	380	610	380	610	1530	1070
15	Kochu TV	0.01	0.01	0.01	0.01	0.01	0	15	Kochu TV	380	380	380	380	380	150
16	KTV	0.1	0.11	0.12	0.19	0.28	0.31	16	KTV	2450	2680	2910	4520	6590	7280
17	Kushi TV	0	0	0	0	0	0	17	Kushi TV	150	150	150	150	150	150
18	Mazhavil Manora	0.01	0.01	0.02	0.04	0.05	0.03	18	Mazhavil Manora	380	380	610	1070	1300	840
19	MH1	0.02	0.01	0.01	0.01	0.01	0.01	19	MH1	610	380	380	380	380	380
20	Peppers	0	0	0	0	0	0	20	Peppers	150	150	150	150	150	150
21	S BANGLA	0.01	0.02	0.01	0.01	0.02	0.02	21	S BANGLA	380	610	380	380	610	610
22	Sangeet Bhojpuri	0	0	0	0	0	0	22	Sangeet Bhojpuri	150	150	150	150	150	150
23	Sun Music	0.06	0.06	0.04	0.05	0.06	0.06	23	Sun Music	1530	1530	1070	1300	1530	1530
24	Sun TV	0.18	0.31	0.56	0.82	1.25	0.63	24	Sun TV	4290	7280	13030	19010	28900	14640
25	SURYA	0.02	0.04	0.07	0.12	0.12	0.06	25	SURYA	610	1070	1760	2910	2910	1530
26	UDAYA	0.06	0.07	0.15	0.3	0.33	0.17	26	UDAYA	1530	1760	3600	7050	7740	4060
27	Udaya Comedy	0.01	0.01	0.01	0.01	0.01	0.02	27	Udaya Comedy	380	380	380	380	380	610
28	Udaya Movies	0.03	0.04	0.05	0.05	0.06	0.08	28	Udaya Movies	840	1070	1300	1300	1530	1990
29	Udaya Music	0.03	0.03	0.02	0.02	0.02	0.02	29	Udaya Music	840	840	610	610	610	610

News Channels TVRs					News Channel Rates				
		TVR	TVR	TVR			RATES	RATES	RATES
S.No	CHANNELS	7AM-12PM	12PM-6PM	6PM-11PM	S.No	CHANNELS	7AM-12PM	12PM-6PM	6PM-11PM
1	Gemini News	0	0	0	1	Gemini News	150	150	150
2	Jaya Plus	0.01	0.01	0.01	2	Jaya Plus	380	380	380
3	Manorama News	0.01	0.01	0.01	3	Manorama News	380	380	380
4	MH1 News	0	0	0	4	MH1 News	150	150	150
5	PUTHIYA THALAIM	0.01	0.01	0.01	5	PUTHIYA THALAIM	380	380	380
6	SUN News	0.01	0.01	0.01	6	SUN News	380	380	380
7	Udaya News	0	0	0	7	Udaya News	150	150	150