

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

F.No TC-01/011(1)2024-25/Tariff(Comp no.282703)

Dated 01.04.2025

CIRCULAR

Subject :- Revision of rate card prescribed vide circular 3/5/7 of 2022

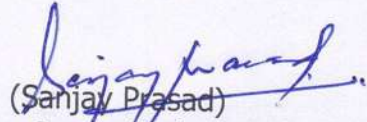
Reference Prasar Bharati Secretariat (T&C) Division, Circular 3 of 2022, issued vide F.no.TC-01/011(1)2020-21/Tariff(Part-I)(Comp.no. 20849), dated 31st March 2022,including amendments issue vide circular 5 & 7 of 2022, regarding the rate structure for various Doordarshan Channels.

Consequent to the recommendation of the members of the Tarriff committee and with the approval of the competent authority, the rate card of Doordarshan is revised with immediate effect. The onscreen property rates will be as per circular 3/5/7 of 2022.

The existing / revised rates and discount slabs of Government.PSU & corporate clients are mentioned in Annexures. The discount will be calculated on slab basis(similar to Income Tax calculation). The revised slot rates along with sample illustration are also placed in annexures.

These rates shall operate with extant rules & guidelines issued by ER Wing vide circular 3/5/7 of 2022.

This issues with the approval of the CEO Prasar Bharati

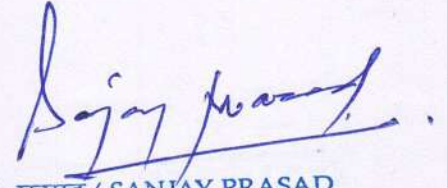

(Sanjay Prasad)

Dy. Director General (Sales) ASAD
उप महानिदेशक (एस.एम.डी.)
Dy. Director General (Sales & Marketing Division)
प्रसार भारती, प्रसार भारती भवन,
Prasar Bharati, Prasar Bharati House,
सोपरेनिकस मार्ग, नई दिल्ली-११०००१
Copernicus Marg, New Delhi-110001

**Encls : Rate card, Annexures &
Circular 7 of 2022(for onscreen & guidelines)**

Copy to:-

1. CEO, PB Sectt., New Delhi.
2. Member(Fin.), PB Sectt. New Delhi2
3. The Director General, Doordarshan.
4. The Director General, DD News
5. ADG(P) DG:DD.
6. Zonal Head(CO) – East Zone/West Zone/South Zone/Ne Zone, with the request to circulate this to all the kendars under their control.
7. DDG, Marketing, PB Sectt., New Delhi.
8. DDG(DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi
9. Head of Sales, PB Sectt., New Delhi.
10. Members of Tariff Committee
11. All concerned, Sales Division , Delhi.
12. All Regional DDK Kendras



संजय प्रसाद / SANJAY PRASAD
उप महानिदेशक (एस.एम.डी.)
Dy. Director General (Sales & Marketing Division)
प्रसार भारती, प्रसार भारती भवन,
Prasar Bharati, Prasar Bharati House,
कोपर्निकस मार्ग, नई दिल्ली-११०००१
Copernicus Marg, New Delhi-110001

DD Channels

Rate Card

Rate Card for Government Clients

(Annexure – 1)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs
1	DD National	Rest of the Time Band	Mon-Sun	8400
		1900-2300 hrs	Mon-Sun	14000
2	DD News	Rest of the Time Band	Mon-Sun	2750**
		1900-2300 hrs	Mon-Sun	5500**
3	DD Kisan	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
4	DD India	Rest of the Time Band	Mon-Sun	2750**
		1900-2300 hrs	Mon-Sun	5500**
5	DD Bharati	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
6	DD Sports*	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
7	DD Urdu	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800

*Rates for special event to be prescribed on case to case basis

**Inclusive of 10% Digital Charges

Rate Card for Government Clients

(Annexure – 1)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs
8	DD Chandana	Rest of the Time Band	Mon-Sun	2000
		1900-2300 hrs	Mon-Sun	3000
9	DD Punjabi	Rest of the Time Band	Mon-Sun	2000
		1900-2300 hrs	Mon-Sun	3000
10	DD Sahyadri	Rest of the Time Band	Mon-Sun	2000
		1900-2300 hrs	Mon-Sun	3000
11	DD Bangla	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500
12	DD Girnar	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500
13	DD MP	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500

Rate Card for Government Clients

(Annexure – 1)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs
14	DD Malayalam	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500
15	DD Oriya	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500
16	DD Podhigai-Chen	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500
17	DD Spatagiri-AP	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500
18	DD Yadagiri-Tel	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500
19	DD Bihar	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500
20	DD Rajasthan	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500
21	DD UP	Rest of the Time Band	Mon-Sun	1500
		1900-2300 hrs	Mon-Sun	2500

Rate Card for Government Clients

(Annexure – 1)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs
22	DD Arun Prabha-AP	Rest of the Time Band	Mon-Sun	1000
		1700-2100 hrs	Mon-Sun	2000
23	DD Kashir	Rest of the Time Band	Mon-Sun	1000
		1900-2300 hrs	Mon-Sun	2000
24	DD Assam	Rest of the Time Band	Mon-Sun	1000
		1700-2100 hrs	Mon-Sun	2000
25	DD Uttrakhand	Rest of the Time Band	Mon-Sun	1000
		1900-2300 hrs	Mon-Sun	2000
26	DD Chattisgarh	Rest of the Time Band	Mon-Sun	1000
		1900-2300 hrs	Mon-Sun	2000
27	DD Jharkhand	Rest of the Time Band	Mon-Sun	1000
		1900-2300 hrs	Mon-Sun	2000
28	DD Tripura	Rest of the Time Band	Mon-Sun	1000
		1900-2300 hrs	Mon-Sun	2000
29	DD Goa	Rest of the Time Band	Mon-Sun	1000
		1900-2300 hrs	Mon-Sun	2000



Rate Card for Government Clients

(Annexure – 1)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs
30	DD Manipur	Rest of the Time Band	Mon-Sun	1000
		1700-2100 hrs	Mon-Sun	2000
31	DD Nagaland	Rest of the Time Band	Mon-Sun	1000
		1700-2100 hrs	Mon-Sun	2000
32	DD Meghalaya	Rest of the Time Band	Mon-Sun	1000
		1700-2100 hrs	Mon-Sun	2000
33	DD Mizoram	Rest of the Time Band	Mon-Sun	1000
		1700-2100 hrs	Mon-Sun	2000
34	DD Haryana	Rest of the Time Band	Mon-Sun	1000
		1900-2300 hrs	Mon-Sun	2000
35	DD Himanchal Pradesh	Rest of the Time Band	Mon-Sun	1000
		1900-2300 hrs	Mon-Sun	2000
36	DD Port Blair	Rest of the Time Band	Mon-Sun	1000*
		1900-2300 hrs	Mon-Sun	2000*

15% Direct Booking Discount in case of direct booking by Prasar Bharati for all the channels for Govt. Clients

*Introducing rates for DD Portblair



②

Rate Card for PSUs Clients

(Annexure – 2)

Sr No.	Channels	Time Band	Days	Proposed Rate Per 10 Secs
1	DD National	Rest of the Time Band	Mon-Sun	8400
		1900-2300 hrs	Mon-Sun	14000
2	DD News	Rest of the Time Band	Mon-Sun	660**
		1900-2300 hrs	Mon-Sun	1100**
3	DD Kisan	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
4	DD India	Rest of the Time Band	Mon-Sun	660**
		1900-2300 hrs	Mon-Sun	1100**
5	DD Bharati	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
6	DD Sports*	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
7	DD Urdu	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800

*Rates for special event to be prescribed on case to case basis

**Inclusive of 10% Digital Charges



Rate Card for PSUs Clients

(Annexure – 2)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs
8	DD Chandana	Rest of the Time Band	Mon-Sun	700
		1900-2300 hrs	Mon-Sun	1200
9	DD Punjabi	Rest of the Time Band	Mon-Sun	700
		1900-2300 hrs	Mon-Sun	1200
10	DD Sahyadri	Rest of the Time Band	Mon-Sun	700
		1900-2300 hrs	Mon-Sun	1200
11	DD Bangla	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
12	DD Girnar	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
13	DD MP	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800



8

Rate Card for PSUs Clients

(Annexure – 2)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs
14	DD Malayalam	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
15	DD Oriya	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
16	DD Podhigai-Chen	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
17	DD Spatagiri-AP	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
18	DD Yadagiri-Tel	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
19	DD Bihar	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
20	DD Rajasthan	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800
21	DD UP	Rest of the Time Band	Mon-Sun	450
		1900-2300 hrs	Mon-Sun	800

79

Rate Card for PSUs Clients

(Annexure – 2)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs
22	DD Arun Prabha-AP	Rest of the Time Band	Mon-Sun	300
		1700-2100 hrs	Mon-Sun	500
23	DD Kashir	Rest of the Time Band	Mon-Sun	300
		1900-2300 hrs	Mon-Sun	500
24	DD Assam	Rest of the Time Band	Mon-Sun	300
		1700-2100 hrs	Mon-Sun	500
25	DD Uttrakhand	Rest of the Time Band	Mon-Sun	300
		1900-2300 hrs	Mon-Sun	500
26	DD Chattisgarh	Rest of the Time Band	Mon-Sun	300
		1900-2300 hrs	Mon-Sun	500
27	DD Jharkhand	Rest of the Time Band	Mon-Sun	300
		1900-2300 hrs	Mon-Sun	500
28	DD Tripura	Rest of the Time Band	Mon-Sun	300
		1900-2300 hrs	Mon-Sun	500
29	DD Goa	Rest of the Time Band	Mon-Sun	300
		1900-2300 hrs	Mon-Sun	500

10

Rate Card for PSUs Clients

(Annexure – 2)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs
30	DD Manipur	Rest of the Time Band	Mon-Sun	300
		1700-2100 hrs	Mon-Sun	500
31	DD Nagaland	Rest of the Time Band	Mon-Sun	300
		1700-2100 hrs	Mon-Sun	500
32	DD Meghalaya	Rest of the Time Band	Mon-Sun	300
		1700-2100 hrs	Mon-Sun	500
33	DD Mizoram	Rest of the Time Band	Mon-Sun	300
		1700-2100 hrs	Mon-Sun	500
34	DD Haryana	Rest of the Time Band	Mon-Sun	300
		1900-2300 hrs	Mon-Sun	500
35	DD Himanchal Pradesh	Rest of the Time Band	Mon-Sun	300
		1900-2300 hrs	Mon-Sun	500
36	DD Port Blair	Rest of the Time Band	Mon-Sun	300*
		1900-2300 hrs	Mon-Sun	500*

10% Direct Booking Discount in case of direct booking by Prasar Bharati for all the channels for PSUs Clients

*Introducing rates for DD Portblair

[Handwritten signature]

PSUs Rates – Discount Slabs

(Annexure – 2)

DD National

DD National Channel			
S. No.	% Discount Rate	Period within which the subscribed FCT is to be consumed	Minimum business threshold (Rs.)
1	20.00%	2 Month	up to 2,00,000
2	30.00%	2 Month	More Than 2,00,000-up to 5,00,000
3	40.00%	2 Month	More Than 5,00,000-up to 10,00,000
4	50.00%	4 Month	More Than 10,00,000-up to 20,00,000
5	60.00%	4 Month	More Than 20,00,000

DD's Other National & Regional Channels

DD's Other National & Regional Channels			
S. No.	% Discount Rate	Period within which the subscribed FCT is to be consumed	Minimum business threshold (Rs.)
1	20.00%	2 Month	up to 50,000
2	30.00%	2 Month	More Than 50,000-up to 1,00,000
3	40.00%	2 Month	More Than 1,00,000-up to 2,50,000
4	50.00%	4 Month	More Than 2,50,000-up to 5,00,000
5	60.00%	4 Month	More Than 5,00,000

[Handwritten signature]

(12)

PSUs Rates – Discount Slabs

(Annexure – 2)

Examples

Similar to Income Tax Slab Based Discount

EXAMPLE - Similar to Income Tax slabs based discounts

PSUs Clients

Channel - DD National

RATE CARD

Time Band	Rate/10 Secs	Bonus	Effective Rate/10 Secs
Prime Time (1900-2300 hrs)	14000	No Bonus	14000
ROTB	8400	No Bonus	8400

EXAMPLE

Total Investment - 22.40 Lacs						
	a. (PT) & b. (ROTB)		c. (PT) & d. (ROTB)	e.	f.	g.
Time Band	FCT	Effective Rate/10 Secs	Total Investment	Total	Total Discount	Total (e-f)
Prime Time (1900-2300 hrs)	1000	14000	1400000	2240000	974000	1266000
ROTB	1000	8400	840000			

Discount Calculation			
A	up to 2,00,000		
	Value	Discount %	Discount Value
	200000	20%	40000
B	More Than 2,00,000-up to 5,00,000		
	Value	Discount %	Discount Value
	300000	30%	90000
C	More Than 5,00,000-up to 10,00,000		
	Value	Discount %	Discount Value
	500000	40%	200000
D	More Than 10,00,000-up to 20,00,000		
	Value	Discount %	Discount Value
	1000000	50%	500000
E	More Than 20,00,000		
	Value	Discount %	Discount Value
	240000	60%	144000

f. Total Discount (A+B+C+D+E)	974000
-------------------------------	--------

Effective Rate Calculation				
Time Band	Formula	Gross Value	Total FCT	Effective Rate/10 Secs
Prime Time	$g/e * c$	791250	1000	7912.5
ROTB	$g/e * d$	474750	1000	4747.5
		1266000		

A

14

PSUs Clients

Channel - DD News Channel

RATE CARD

Time Band	Rate/10 Secs	Bonus	Effective Rate/10 Secs
Prime Time (1900-2300 hrs)	1100	No Bonus	1100
ROTB	660	No Bonus	660

EXAMPLE

Total Investment - 8.8 Lacs						
	a. (PT) & b. (ROTB)		c. (PT) & d. (ROTB)	e.	f.	g.
Time Band	FCT	Effective Rate/10 Secs	Total Investment	Total	Total Discount	Total (e-f)
Prime Time (1900-2300 hrs)	5000	1100	550000	880000	438000	442000
ROTB	5000	660	330000			

Discount Calculation			
A	up to 50,000		
	Value	Discount %	Discount Value
	50000	20%	10000
B	More Than 50,000-up to 1,00,000		
	Value	Discount %	Discount Value
	50000	30%	15000
C	More Than 1,00,000-up to 2,50,000		
	Value	Discount %	Discount Value
	150000	40%	60000
D	More Than 2,50,000-up to 5,00,000		
	Value	Discount %	Discount Value
	250000	50%	125000
E	More Than 5,00,000		
	Value	Discount %	Discount Value
	380000	60%	228000

f. Total Discount (A+B+C+D+E)	438000
-------------------------------	--------

Effective Rate Calculation				
Time Band	Formula	Gross Value	Total FCT	Effective Rate/10 Secs
Prime Time	$g/e * c$	276250	5000	552.5
ROTB	$g/e * d$	165750	5000	331.5
		442000		

15

PSUs Clients

Channel - DD Bihar

RATE CARD

Time Band	Rate/10 Secs	Bonus	Effective Rate/10 Secs
Prime Time (1900-2300 hrs)	800	No Bonus	800
ROTB	450	No Bonus	450

EXAMPLE

Total Investment - 6.25 Lacs						
	a. (PT) & b. (ROTB)		c. (PT) & d. (ROTB)	e.	f.	g.
Time Band	FCT	Effective Rate/10 Secs	Total Investment	Total	Total Discount	Total (e-f)
Prime Time (1900-2300 hrs)	5000	800	400000	625000	285000	340000
ROTB	5000	450	225000			

Discount Calculation			
A	up to 50,000		
	Value	Discount %	Discount Value
	50000	20%	10000
B	More Than 50,000-up to 1,00,000		
	Value	Discount %	Discount Value
	50000	30%	15000
C	More Than 1,00,000-up to 2,50,000		
	Value	Discount %	Discount Value
	150000	40%	60000
D	More Than 2,50,000-up to 5,00,000		
	Value	Discount %	Discount Value
	250000	50%	125000
E	More Than 5,00,000		
	Value	Discount %	Discount Value
	125000	60%	75000

f. Total Discount (A+B+C+D+E)	285000
-------------------------------	--------

Effective Rate Calculation				
Time Band	Formula	Gross Value	Total FCT	Effective Rate/10 Secs
Prime Time	$g/e*c$	217600	5000	435.2
ROTB	$g/e*d$	122400	5000	244.8
		340000		

A

Rate Card for Corporate Clients

(Annexure – 3)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs	Bonus	Effective Rate Per 10 Secs
1	DD National	Rest of the Time Band	Mon-Sun	8400	1:3	2100
		1900-2300 hrs	Mon-Sun	14000	1:3	3500
2	DD News	Rest of the Time Band	Mon-Sun	600	No Bonus	660**
		1900-2300 hrs	Mon-Sun	1000	No Bonus	1100**
3	DD Kisan	Rest of the Time Band	Mon-Sun	450	No Bonus	450
		1900-2300 hrs	Mon-Sun	800	No Bonus	800
4	DD India	Rest of the Time Band	Mon-Sun	600	No Bonus	660**
		1900-2300 hrs	Mon-Sun	1000	No Bonus	1100**
5	DD Bharati	Rest of the Time Band	Mon-Sun	450	No Bonus	450
		1900-2300 hrs	Mon-Sun	800	No Bonus	800
6	DD Sports*	Rest of the Time Band	Mon-Sun	450	No Bonus	450
		1900-2300 hrs	Mon-Sun	800	No Bonus	800
7	DD Urdu	Rest of the Time Band	Mon-Sun	450	No Bonus	450
		1900-2300 hrs	Mon-Sun	800	No Bonus	800

*Rates for special event to be prescribed on case to case basis

**Inclusive of 10% Digital Charges

(17)

Rate Card for Corporate Clients

(Annexure – 3)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs	Bonus	Effective Rate Per 10 Secs
8	DD Chandana	Rest of the Time Band	Mon-Sun	700	1:1	350
		1900-2300 hrs	Mon-Sun	1200	1:1	600
9	DD Punjabi	Rest of the Time Band	Mon-Sun	700	1:1	350
		1900-2300 hrs	Mon-Sun	1200	1:1	600
10	DD Sahyadri	Rest of the Time Band	Mon-Sun	700	1:1	350
		1900-2300 hrs	Mon-Sun	1200	1:1	600
11	DD Bangla	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400
12	DD Girnar	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400
13	DD MP	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400

18

Rate Card for Corporate Clients

(Annexure – 3)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs	Bonus	Effective Rate Per 10 Secs
14	DD Malayalam	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400
15	DD Oriya	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400
16	DD Podhigai-Chen	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400
17	DD Spatagiri-AP	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400
18	DD Yadagiri-Tel	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400
19	DD Bihar	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400
20	DD Rajasthan	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400
21	DD UP	Rest of the Time Band	Mon-Sun	450	1:1	225
		1900-2300 hrs	Mon-Sun	800	1:1	400

19

Rate Card for Corporate Clients

(Annexure – 3)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs	Bonus	Effective Rate Per 10 Secs
22	DD Arun Prabha-AP	Rest of the Time Band	Mon-Sun	300	1:1	150
		1700-2100 hrs	Mon-Sun	500	1:1	250
23	DD Kashir	Rest of the Time Band	Mon-Sun	300	1:1	150
		1900-2300 hrs	Mon-Sun	500	1:1	250
24	DD Assam	Rest of the Time Band	Mon-Sun	300	1:1	150
		1700-2100 hrs	Mon-Sun	500	1:1	250
25	DD Uttrakhand	Rest of the Time Band	Mon-Sun	300	1:1	150
		1900-2300 hrs	Mon-Sun	500	1:1	250
26	DD Chattisgarh	Rest of the Time Band	Mon-Sun	300	1:1	150
		1900-2300 hrs	Mon-Sun	500	1:1	250
27	DD Jharkhand	Rest of the Time Band	Mon-Sun	300	1:1	150
		1900-2300 hrs	Mon-Sun	500	1:1	250
28	DD Tripura	Rest of the Time Band	Mon-Sun	300	1:1	150
		1900-2300 hrs	Mon-Sun	500	1:1	250
29	DD Goa	Rest of the Time Band	Mon-Sun	300	1:1	150
		1900-2300 hrs	Mon-Sun	500	1:1	250

20

Rate Card for Corporate Clients

(Annexure – 3)

Sr No.	Channels	Time Band	Days	Rate Per 10 Secs	Bonus	Effective Rate Per 10 Secs
30	DD Manipur	Rest of the Time Band	Mon-Sun	300	1:1	150
		1700-2100 hrs	Mon-Sun	500	1:1	250
31	DD Nagaland	Rest of the Time Band	Mon-Sun	300	1:1	150
		1700-2100 hrs	Mon-Sun	500	1:1	250
32	DD Meghalaya	Rest of the Time Band	Mon-Sun	300	1:1	150
		1700-2100 hrs	Mon-Sun	500	1:1	250
33	DD Mizoram	Rest of the Time Band	Mon-Sun	300	1:1	150
		1700-2100 hrs	Mon-Sun	500	1:1	250
34	DD Haryana	Rest of the Time Band	Mon-Sun	300	1:1	150
		1900-2300 hrs	Mon-Sun	500	1:1	250
35	DD Himanchal Pradesh	Rest of the Time Band	Mon-Sun	300	1:1	150
		1900-2300 hrs	Mon-Sun	500	1:1	250
36	DD Port Blair	Rest of the Time Band	Mon-Sun	300*	1:1	150
		1900-2300 hrs	Mon-Sun	500*	1:1	250

10% Direct Booking Discount in case of direct booking by Prasar Bharati for all the channels for Corporate Clients

*Introducing rates for DD Portblair



Corporate Rates – Discount Slabs

(Annexure – 3)

DD National

DD National Channel			
S. No.	% Discount Rate	Period within which the subscribed FCT is to be consumed	Minimum business threshold (Rs.)
1	20.00%	2 Month	up to 2,00,000
2	30.00%	2 Month	More Than 2,00,000-up to 5,00,000
3	40.00%	2 Month	More Than 5,00,000-up to 10,00,000
4	50.00%	4 Month	More Than 10,00,000-up to 20,00,000
5	60.00%	4 Month	More Than 20,00,000

DD's Other National & Regional Channels

DD's Other National & Regional Channels			
S. No.	% Discount Rate	Period within which the subscribed FCT is to be consumed	Minimum business threshold (Rs.)
1	20.00%	2 Month	up to 50,000
2	30.00%	2 Month	More Than 50,000-up to 1,00,000
3	40.00%	2 Month	More Than 1,00,000-up to 2,50,000
4	50.00%	4 Month	More Than 2,50,000-up to 5,00,000
5	60.00%	4 Month	More Than 5,00,000



Corporate Rates – Discount Slabs

(Annexure – 3)

Examples

Similar to Income Tax Slab Based Discount

EXAMPLE - Similar to Income Tax slabs based discounts

Corporate Clients

Channel - DD National

RATE CARD

Time Band	Rate/10 Secs	Bonus	Effective Rate/10 Secs
Prime Time (1900-2300 hrs)	14000	1:3	3500
ROTB	8400	1:3	2100

EXAMPLE

Total Investment - 28 Lacs						
	a. (PT) & b. (ROTB)		c. (PT) & d. (ROTB)	e.	f.	g.
Time Band	FCT	Effective Rate/10 Secs	Total Investment	Total (c+d)	Total Discount	Total (e-f)
Prime Time (1900-2300 hrs)	5000	3500	1750000	2800000	1310000	1490000
ROTB	5000	2100	1050000			

Discount Calculation			
A	up to 2,00,000		
	Value	Discount %	Discount Value
	200000	20%	40000
B	More Than 2,00,000-up to 5,00,000		
	Value	Discount %	Discount Value
	300000	30%	90000
C	More Than 5,00,000-up to 10,00,000		
	Value	Discount %	Discount Value
	500000	40%	200000
D	More Than 10,00,000-up to 20,00,000		
	Value	Discount %	Discount Value
	1000000	50%	500000
E	More Than 20,00,000		
	Value	Discount %	Discount Value
	800000	60%	480000

f. Total Discount (A+B+C+D+E)	1310000
-------------------------------	---------

Effective Rate Calculation				
Time Band	Formula	Gross Value	Total FCT	Effective Rate/10 Secs
Prime Time	$g/e * c$	931250	5000	1862.5
ROTB	$g/e * d$	558750	5000	1117.5
		1490000		

A

24

Corporate Clients

Channel - DD News Channel

RATE CARD

Time Band	Rate/10 Secs	Bonus	Effective Rate/10 Secs
Prime Time (1900-2300 hrs)	1100	No Bonus	1100
ROTB	660	No Bonus	660

EXAMPLE

Total Investment - 8.8 Lacs						
	a. (PT) & b. (ROTB)		c. (PT) & d. (ROTB)	e.	f.	g.
Time Band	FCT	Effective Rate/10 Secs	Total Investment	Total	Total Discount	Total (e-f)
Prime Time (1900-2300 hrs)	5000	1100	550000	880000	438000	442000
ROTB	5000	660	330000			

Discount Calculation			
A	up to 50,000		
	Value	Discount %	Discount Value
	50000	20%	10000
B	More Than 50,000-up to 1,00,000		
	Value	Discount %	Discount Value
	50000	30%	15000
C	More Than 1,00,000-up to 2,50,000		
	Value	Discount %	Discount Value
	150000	40%	60000
D	More Than 2,50,000-up to 5,00,000		
	Value	Discount %	Discount Value
	250000	50%	125000
E	More Than 5,00,000		
	Value	Discount %	Discount Value
	380000	60%	228000

f. Total Discount (A+B+C+D+E)	438000
-------------------------------	--------

Effective Rate Calculation				
Time Band	Formula	Gross Value	Total FCT	Effective Rate/10 Secs
Prime Time	$g/e * c$	276250	5000	552.5
ROTB	$g/e * d$	165750	5000	331.5
		442000		




Corporate Clients

Channel - DD Bihar

RATE CARD

Time Band	Rate/10 Secs	Bonus	Effective Rate/10 Secs
Prime Time (1900-2300 hrs)	800	1:1	400
ROTB	450	1:1	225

EXAMPLE

Total Investment - 6.25 Lacs						
	a. (PT) & b. (ROTB)		c. (PT) & d. (ROTB)	e.	f.	g.
Time Band	FCT	Effective Rate/10 Secs	Total Investment	Total	Total Discount	Total (e-f)
Prime Time (1900-2300 hrs)	10000	400	400000	625000	285000	340000
ROTB	10000	225	225000			

Discount Calculation			
A	up to 50,000		
	Value	Discount %	Discount Value
	50000	20%	10000
B	More Than 50,000-up to 1,00,000		
	Value	Discount %	Discount Value
	50000	30%	15000
C	More Than 1,00,000-up to 2,50,000		
	Value	Discount %	Discount Value
	150000	40%	60000
D	More Than 2,50,000-up to 5,00,000		
	Value	Discount %	Discount Value
	250000	50%	125000
E	More Than 5,00,000		
	Value	Discount %	Discount Value
	125000	60%	75000

f. Total Discount (A+B+C+D+E)	285000
-------------------------------	--------

Effective Rate Calculation				
Time Band	Formula	Gross Value	Total FCT	Effective Rate/10 Secs
Prime Time	$g/e*c$	217600	10000	217.6
ROTB	$g/e*d$	122400	10000	122.4
		340000		

A

26

Slot Rates for **Government/PSUs** Clients – National Channels (Annexure – 4)

Sr. No.	Channels	Time Band	Days	Telecast Fee – Slot Government/PSUs
1	DD National	Rest of the Time Band	Mon-Sun	63000
		1900-2300 hrs	Mon-Sun	105000
2	DD News	Rest of the Time Band	Mon-Sun	15000
		1900-2300 hrs	Mon-Sun	30000
3	DD Kisan	Rest of the Time Band	Mon-Sun	15000
		1900-2300 hrs	Mon-Sun	30000
4	DD India	Rest of the Time Band	Mon-Sun	15000
		1900-2300 hrs	Mon-Sun	30000
5	DD Sports	Rest of the Time Band	Mon-Sun	15000
		1900-2300 hrs	Mon-Sun	30000
6	DD Bharati	Rest of the Time Band	Mon-Sun	7500
		1900-2300 hrs	Mon-Sun	15000
7	DD Urdu	Rest of the Time Band	Mon-Sun	7500
		1900-2300 hrs	Mon-Sun	15000



Slot Rates for **Government/PSUs** Clients – Regional Channels (Annexure – 4)

Sr. No.	Channels	RODP Time Band	Days	Telecast Fee – Slot Government/PSUs
8	DD Chandana	Rest of the Time Band	Mon-Sun	18000
		1900-2300 hrs	Mon-Sun	27000
9	DD Punjabi	Rest of the Time Band	Mon-Sun	18000
		1900-2300 hrs	Mon-Sun	27000
10	DD Sahyadri	Rest of the Time Band	Mon-Sun	18000
		1900-2300 hrs	Mon-Sun	27000
11	DD Bangla	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500
12	DD Girnar	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500
13	DD MP	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500

A

Slot Rates for **Government/PSUs** Clients – Regional Channels (Annexure – 4)

Sr. No.	Channels	RODP Time Band	Days	Telecast Fee – Slot Government/PSUs
14	DD Malayalam	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500
15	DD Oriya	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500
16	DD Podhigai-Chen	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500
17	DD Spatagiri-AP	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500
18	DD Yadagiri-Tel	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500
19	DD Bihar	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500
20	DD Rajasthan	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500
21	DD UP	Rest of the Time Band	Mon-Sun	13500
		1900-2300 hrs	Mon-Sun	22500

[Handwritten signature]

29

Slot Rates for **Government/PSUs** Clients – Regional Channels (Annexure – 4)

Sr. No.	Channels	RODP Time Band	Days	Telecast Fee – Slot Government/PSUs
22	DD Arun Prabha-AP	Rest of the Time Band	Mon-Sun	9000
		1700-2100 hrs	Mon-Sun	18000
23	DD Kashir	Rest of the Time Band	Mon-Sun	9000
		1900-2300 hrs	Mon-Sun	18000
24	DD Assam	Rest of the Time Band	Mon-Sun	9000
		1700-2100 hrs	Mon-Sun	18000
25	DD Uttrakhand	Rest of the Time Band	Mon-Sun	9000
		1900-2300 hrs	Mon-Sun	18000
26	DD Chattisgarh	Rest of the Time Band	Mon-Sun	9000
		1900-2300 hrs	Mon-Sun	18000
27	DD Jharkhand	Rest of the Time Band	Mon-Sun	9000
		1900-2300 hrs	Mon-Sun	18000
28	DD Tripura	Rest of the Time Band	Mon-Sun	9000
		1900-2300 hrs	Mon-Sun	18000
29	DD Goa	Rest of the Time Band	Mon-Sun	9000
		1900-2300 hrs	Mon-Sun	18000

30

Slot Rates for **Government/PSUs** Clients – Regional Channels (Annexure – 4)

Sr. No.	Channels	RODP Time Band	Days	Telecast Fee – Slot Government/PSUs
30	DD Manipur	Rest of the Time Band	Mon-Sun	9000
		1700-2100 hrs	Mon-Sun	18000
31	DD Nagaland	Rest of the Time Band	Mon-Sun	9000
		1700-2100 hrs	Mon-Sun	18000
32	DD Meghalaya	Rest of the Time Band	Mon-Sun	9000
		1700-2100 hrs	Mon-Sun	18000
33	DD Mizoram	Rest of the Time Band	Mon-Sun	9000
		1700-2100 hrs	Mon-Sun	18000
34	DD Haryana	Rest of the Time Band	Mon-Sun	9000
		1900-2300 hrs	Mon-Sun	18000
35	DD Himanchal Pradesh	Rest of the Time Band	Mon-Sun	9000
		1900-2300 hrs	Mon-Sun	18000
36	DD Portblair	Rest of the Time Band	Mon-Sun	9000*
		1900-2300 hrs	Mon-Sun	18000*

*Introducing rates for DD Portblair



Slot Rates for **Corporate Clients** – National Channels

(Annexure – 5)

Sr. No.	Channels	Time Band	Days	Telecast Fee – Slot Corporate Clients
1	DD National	Rest of the Time Band	Mon-Sun	63000
		1900-2300 hrs	Mon-Sun	105000
2	DD News	Rest of the Time Band	Mon-Sun	15000
		1900-2300 hrs	Mon-Sun	30000
3	DD Kisan	Rest of the Time Band	Mon-Sun	15000
		1900-2300 hrs	Mon-Sun	30000
4	DD India	Rest of the Time Band	Mon-Sun	15000
		1900-2300 hrs	Mon-Sun	30000
5	DD Sports	Rest of the Time Band	Mon-Sun	15000
		1900-2300 hrs	Mon-Sun	30000
6	DD Bharati	Rest of the Time Band	Mon-Sun	7500
		1900-2300 hrs	Mon-Sun	15000
7	DD Urdu	Rest of the Time Band	Mon-Sun	7500
		1900-2300 hrs	Mon-Sun	15000

[Handwritten Signature]

32

Slot Rates for **Corporate Clients** – Regional Channels

(Annexure – 5)

Sr. No.	Channels	RODP Time Band	Days	Telecast Fee – Slot Corporate Clients
8	DD Chandana	Rest of the Time Band	Mon-Sun	6300
		1900-2300 hrs	Mon-Sun	10800
9	DD Punjabi	Rest of the Time Band	Mon-Sun	6300
		1900-2300 hrs	Mon-Sun	10800
10	DD Sahyadri	Rest of the Time Band	Mon-Sun	6300
		1900-2300 hrs	Mon-Sun	10800
11	DD Bangla	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000
12	DD Girnar	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000
13	DD MP	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000



Slot Rates for **Corporate Clients** – Regional Channels

(Annexure – 5)

Sr. No.	Channels	RODP Time Band	Days	Telecast Fee – Slot Corporate Clients
14	DD Malayalam	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000
15	DD Oriya	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000
16	DD Podhigai-Chen	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000
17	DD Spatagiri-AP	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000
18	DD Yadagiri-Tel	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000
19	DD Bihar	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000
20	DD Rajasthan	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000
21	DD UP	Rest of the Time Band	Mon-Sun	4100
		1900-2300 hrs	Mon-Sun	7000

A

84

Slot Rates for **Corporate Clients** – Regional Channels

(Annexure – 5)

Sr. No.	Channels	RODP Time Band	Days	Telecast Fee – Slot Corporate Clients
22	DD Arun Prabha- AP	Rest of the Time Band	Mon-Sun	2600
		1700-2100 hrs	Mon-Sun	4500
23	DD Kashir	Rest of the Time Band	Mon-Sun	2600
		1900-2300 hrs	Mon-Sun	4500
24	DD Assam	Rest of the Time Band	Mon-Sun	2600
		1700-2100 hrs	Mon-Sun	4500
25	DD Uttrakhand	Rest of the Time Band	Mon-Sun	2600
		1900-2300 hrs	Mon-Sun	4500
26	DD Chattisgarh	Rest of the Time Band	Mon-Sun	2600
		1900-2300 hrs	Mon-Sun	4500
27	DD Jharkhand	Rest of the Time Band	Mon-Sun	2600
		1900-2300 hrs	Mon-Sun	4500
28	DD Tripura	Rest of the Time Band	Mon-Sun	2600
		1900-2300 hrs	Mon-Sun	4500
29	DD Goa	Rest of the Time Band	Mon-Sun	2600
		1900-2300 hrs	Mon-Sun	4500



Slot Rates for **Corporate Clients** – Regional Channels

(Annexure – 5)

Sr. No.	Channels	RODP Time Band	Days	Telecast Fee – Slot Corporate Clients
30	DD Manipur	Rest of the Time Band	Mon-Sun	2600
		1700-2100 hrs	Mon-Sun	4500
31	DD Nagaland	Rest of the Time Band	Mon-Sun	2600
		1700-2100 hrs	Mon-Sun	4500
32	DD Meghalaya	Rest of the Time Band	Mon-Sun	2600
		1700-2100 hrs	Mon-Sun	4500
33	DD Mizoram	Rest of the Time Band	Mon-Sun	2600
		1700-2100 hrs	Mon-Sun	4500
34	DD Haryana	Rest of the Time Band	Mon-Sun	2600
		1900-2300 hrs	Mon-Sun	4500
35	DD Himanchal Pradesh	Rest of the Time Band	Mon-Sun	2600
		1900-2300 hrs	Mon-Sun	4500
36	DD Portblair	Rest of the Time Band	Mon-Sun	2600*
		1900-2300 hrs	Mon-Sun	4500*

*Introducing rates for DD Portblair



36