

Prasar Bharati
(India's Public Service Broadcaster)
Directorate General: Doordarshan
Doordarshan Bhawan,
Copernicus Marg: New Delhi

No. 25/1/2018-P.6 (Films)

Dated: 27.02.2020

Call for Registration for E-Auction of Feature Film's Slots of DD-National

Inviting Application from all Hindi Feature Film's Right Owners for allotment of Feature Film Slots of DD-National for the period from 01.05.2020 to 25.10.2020 through e-auction process.

1. Prasar Bharati invites applications to allocate 4 Feature Film Slots per week on DD-National for the period from **01.05.2020** to **25.10.2020** through e-auction process.
2. The slots will be allotted as per procedure explained in Annexure-I. E-auction will be held on **30.03.2020**.
3. Right holder(s) of Feature Films, fulfilling the eligibility criteria mentioned below, would be allowed to participate in the allotment of slot/ e-auction process;
 - i. The applicant should have valid Satellite Rights of not less than Twenty (20) feature films, excluding 'A' Certified Films, on the date of E-Auction corresponding to each slot applied for.
 - ii. The applicant should not be a defaulter of Doordarshan at the time of submission of the Application.
 - iii. A black-listing order passed by the Central government / State governments / any PSU should not be in operation against the applicant at the time of submission of the Application.
 - iv. The Right Holder should not have been debarred from the bidding as per GFR, Rule 151.
4. Categorization of Feature Film Slots of DD-National in accordance with genres and their base reserve price for the period from **01.05.2020** to **25.10.2020** will be as below:

S.No.	Genre of the Slot	Time Band	Total No. of Slots	Pro-rata starting reserve/base price for the period from 01.05.2020 to 25.10.2020 (As per the rates decided by the Committee)
1.	Friday Houseful	Friday 2100 Hrs to 0000 Hrs	26	Rs. 36,40,000/-
2.	Saturday Jubilee	Saturday 2100 Hrs to 0000 Hrs	26	Rs. 36,40,000/-
3.	Sunday Retro	Sunday 1200 Hrs to 1500 Hrs	26	Rs. 36,40,000/-
4.	Sunday Blockbuster	Sunday 1900 Hrs to 2200 Hrs	26	Rs. 36,40,000/-

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

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

S. N	Description	Amount in Rs.
1.	1 st Installment in one week in advance before placement of content on Prasar Bharati Network i.e. 24.04.2020	One Fifth (Total Bid price –Participation Fee) + applicable GST for 1st installment and applicable GST for Participation fee.
2.	2 nd Installment in advance by 29.05.2020 i.e. within one month of placement of content on Prasar Bharati Network	One Fifth of (Total Bid price –Participation Fee)+ applicable GST
3.	Subsequent monthly Installments in advance till the period of contract till the 5 th installment	One Fifth of (Total Bid price –Participation Fee)+ applicable GST
4.	Participation fee (i.e. One fourth of the total reserve price) deposited at the time of e-auction shall be adjusted in the 6 th & final installment of the slot or time band fee/bid amount.	

7. In case of any instalments 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 8 (below) within seven days.

8. 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.

9. In case the instalment 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 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 slot may be made available for re-auction.

10. Applicants desirous of allotment of Hindi Feature 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.

11. The applicants desirous of participating in the e-auction may apply online only, through our portal <https://fpp.prasarbharati.org/> along with requisite fee and all documents mentioned in 'Chek-List of the Documents'.

12. The Rights Owner desirous of participating in the e-auction will be required to furnish transaction documents with the bidder registration form of fees as under:

(i) Non-refundable processing fee of Rs. 25,000/- (twenty five thousand only), inclusive of GST, must be submitted online through our portal <https://fpp.prasarbharati.org/>.

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- (ii) Demand Draft of Rs 9.1 Lakhs (Nine Lakhs Ten Thousands only) 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 film slot.
- (iii) For unsuccessful bidders, participation fee will be refunded within three weeks after declaration of the results of e-auction.
13. Online Training will be provided to all the participants by PB/DD before the commencement of actual e-Auction.
14. If required so, Prasar Bharati/Doordarshan can extend e-Auction to the next day or as the case may be.
15. Prasar Bharati reserves the rights to accept/reject/cancel/amend the e-Auction/slot offered at any time during the e-Auction or after e-Auction.
16. Successful bidders will be entitled to use Free Commercial Time (FCT) of 4 minutes i.e. 240 seconds per half an hour slot & 2 minutes will be reserved for & retained by Prasar Bharati.
17. Bidders will **not** be allowed to have government/PSU's advertisement in their allotted commercial time of 4 minutes.
18. Successful bidders will be allowed to telecast only Hindi Feature Film & film related programmes like promo, teaser & songs etc. (as fillers) in the allotted slot of 3 hours.
19. '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.
20. Telecast of content other than Hindi Feature Film, provided by the successful bidder as filler in 3 Hrs film slot, will be subject to pre-broadcast approval of a committee at DD-National. For details please refer **Annexure-II**.
21. Successful bidder will not be allowed to monetize the excess time of provided slot (after completion of feature film), other than 4 minutes of FCT provided per half an hour slot.
22. Only Doordarshan's 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.
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.


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25. In case the programme is violative of 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. The Rights Owner desirous of participating in the e-auction may submit their applications online through link <https://fpp.prasarbharati.org/>.
28. The Last Date for submission of applications is **19.03.2020** latest by 03:00 PM.
29. There will be a pre-bid meeting in Conference Hall (Sixth Floor), Tower-A Doordarshan Bhawan Complex, Copernicus Marg, New Delhi-110001 on **06.03.2020** at 11:00 AM to make willing bidders acquaint with the procedure & reply their query, if any.
30. In case of any query regarding submission of online form applicant can contact at Ph- 011-23114926.

Deepak Joshi
27/02/2020

(Deepak Joshi)
Deputy Director General (Films)
Date: 27.02.2020

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.
 - (d) The lowest starting Reserve Price for the commencement of e - auction for different slot/time band shall be as per clause 4 of the notification. Incremental amount in the e-auction bids of slots 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 all active bidders have been awarded slots/time bands 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 slot that goes vacant mid-year or remains unfilled during scheduled e-Auction may be filled by any other mode.
 - (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:**

Sl No	Event	Time/Duration
i	E-auction duration of a slot/timeband	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 between two slots/timebands of same time period (4 quarter or 3 quarters or two quarters or one quarter)	5 min
iv	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.

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3. A conditional letter of allotment will be issued to successful bidders indicating the slots/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) of upcoming month, compliant with commercial and broadcast code of Prasar Bharati, 4 weeks* prior to the telecast in the format specified i.e. XDCAM HD 422, 1920 X 1080/50 i (16:9) in MXF OP1a Wrapper in Hard Disc Drive with date-wise schedule of feature Films and all documents establishing rights for the films, CBFC certification etc.
(* for 1st month, successful bidder must submit the content 2 weeks prior to the first date of telecast)
6. 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.
7. 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 upto a maximum of 7 days, after which the allotment will be treated as cancelled and the Participation Fee forfeited.

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PRE-BROADCAST CONTENT SCRUTINY

1. Successful bidders will have to submit the content 4 weeks prior to telecast with relevant details for Content Scrutiny in compliance with Commercial & Broadcast Code of Prasar Bharati.
2. Content other than the feature film i.e. fillers, will be previewed/scrutinized by a Committee at DD-National before telecast, as the feature films are already certified by CBFC.
3. 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.
4. Irrespective of status of scrutiny/clearance, successful bidders 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.
5. PB at any stage can suspend content from going on-air if content is found to be non-compliant.
6. Any such suspension by PB will have to be communicated to the bidder with details of non-compliance and suggested modifications to ensure compliance.
7. Content if found to have been non-compliant post Broadcast may result in cancellation of the placement and potential black-listing of the bidder.
8. 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.
9. 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.
10. 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.
11. 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 within 30 days after the signing of the agreement.
12. The print of the Film must meet the technical format and technical standards notified.

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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 2016-17, 2017-18 & 2018-19.
- iv) Indemnity Bond duly notarized on stamp paper of Rs. 100/- to indemnify against any claim, dispute, litigation, and court expenses incurred by the applicant in respect of the content etc. offered.
- v) Non-refundable processing fee of Rs. 25,000/- (twenty five thousand only), inclusive of GST, must be submitted online through our portal <https://fpp.prasarbharati.org/>.
- vi) Demand Draft of Rs. 9.10 Lakhs (Rupees Nine Lakhs Ten Thousands only) 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.1009 10th Floor, Tower-B, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001, by **20.03.2020 till 03:00 PM** otherwise form will be summarily rejected.)
- vii) Authority letter in respect of person with phone no. and email id authorising to bid in e-auction on behalf of Bidder Company, in the format enclosed.
- viii) Undertaking/Self certification regarding para-3 of eligibility.

Note: Submit separate registration form for each slot bid for


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Undertaking

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 Films slot of DD-National as specified in point no. 4 of auction application form

I/We further confirm that the;

1. Information contained in the bidder registration 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 in whole or in part mislead the department in its allotment process.
2. That I am not a defaulter/we are not a defaulter of Doordarshan at the time of submission of this application. No amount is owed by me/us to Doordarshan. No legal proceeding for the recovery of outstanding dues initiated by 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 Twenty (20) or more feature films, excluding 'A' certified films.
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 slot.

Signature:

Date:

(Organisation Seal)

(Name)

for
27/02/2020

FORMAT FOR CERTIFICATE AS TO AUTHORISED SIGNATORIES

I,....., the Secretary/President of, certify that Ms/Mr. who signed the application is authorized to do so and bind the organisation by authority of its board/ governing body.

Signature:

Date:

(Organisation Seal)

(Name)

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To be given on Stamp paper of Rs. 100/- only (Each page duly notarised)

INDEMNITY BOND

This **INDEMNITY BOND** is executed by Mr / Ms. _____ Sole proprietor or partner or Director or Karta (be stated anyone) of M/s. _____ (Name & banner with address) (Hereinafter called '**the Obligor**') in favour of Prasar Bharti, (BCI), DG: Doordarshan, constituted under Prasar Bharati (Broadcasting Corporation of India) Act 1990 at New Delhi (hereinafter called '**the obligee**')

1. **AND WHEREAS** that the 'Obligor' hereby undertakes to keep the 'Obligee' indemnified against any claim, dispute, litigation, and court expenses incurred by the obligee etc. in respect of the TV/Doordarshan rights / Copy rights of the said picture for all India.
2. **FURTHER**, that in the event of any objection / claim from any distributor /s or negative rights holder / Video rights holder or any party or parties against telecast of the feature films 'the Obligor' agrees and undertakes to get the objections cleared of his own claim, litigation and / or dispute.
3. **FURTHER**, that in the event of any dispute, this indemnity bond shall be subjected to the jurisdiction of appropriate Court in **Delhi**.
4. That said Indemnity Bond is without prejudice to any other remedy that the Prasar Bharati, (Broadcasting Corporation of India), DG : Doordarshan. ('The Obligee') may have against the Obligor under any law for the time being in force.

IN WITNESS whereof the said 'Obligor' has hereto signed at _____
(place) on this _____ day of _____

WITNESS:

Name & signature
Of the 1st witness _____

Father's Name _____
Full / Postal Address _____

Name & signature
Of the 2nd witness _____

Father's Name _____
Full / Postal Address _____

OBLIGOR :

Name & signature
Of the Obligor _____

Father's Name _____
Full / Postal Address _____

by _____
27/02/2020