

**PRASAR BHARATI**  
(INDIA'S PUBLIC SERVICE BROADCASTER)  
CENTRAL SALES UNIT : ALL INDIA RADIO  
MUMBAI 400 020



O/o Dy. Director of Sales  
Central Sales Unit  
All India Radio  
Post Bag No.11497  
Mumbai – 400 020

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Website: [www.csuair.org.in](http://www.csuair.org.in)  
Fax : 022 - 2287 6040

No.CSU – 1 (3) 2018 - PIV/

Date: 28<sup>th</sup> June, 2018

All Agencies / Advertisers,

**Sub: Rate Card for the Live broadcast of**  
**India England Cricket Series 2018 (3 T-20 and 3 ODI matches)**

Dear Sir/ Madam,

India has shown their ominous form by demolishing Ireland in 1<sup>st</sup> T-20 ,England is also on top of their form and have set a new world Record of highest score in one day International.

India–England series is a series eagerly awaited by cricket lovers. All India Radio brings live action of India–England T-20 (3Matches) and ODI (3Matches) to every household. It's an opportunity to market your product /services /schemes over vast network of AIR and reach out to the cricket loving fans across the country .The live running commentary of all six matches will be broadcast over 25 FM Rainbow stations, 66 Primary Channels /Local Radio stations and 14 FM Transmitters.

Rate Card for the series is attached herewith for your kind reference.

Looking forward for your positive response at earliest.

With regards,

Yours Sincerely,

(Pardeep Kumar)

Programme Executive

**PRASAR BHARATI**  
( India's Public Service Broadcaster)  
Commercial and Revenue Division : New Delhi

**Rate Card (All India Radio)**

**INDIA ENGLAND CRICKET SERIES 2018 (3 T- 20 & 3 ODI)**

to be played in England (03.07.2018 TO 17.07.2018)

Particulars	ODI		T 20		Total
Main Sponsor	Inside Live	Outside Live	Inside Live	Outside Live	
FCT/DAY	450	200	200	100	
No. of Days	3	3	3	3	
Total FCT	1350	600	600	300	2850
Rate/10"	15000	10000	16000	10500	
Amount	2025000	600000	960000	315000	3900000

Particulars	ODI		T 20		Total
Associate Sponso	Inside Live	Outside Live	Inside Live	Outside Live	
FCT/DAY	350	150	150	80	
No. of Days	3	3	3	3	
Total FCT	1050	450	450	240	2190
Rate/10"	16000	11000	17000	11500	
Amount	1680000	495000	765000	276000	3216000

<b>SPOT-BUYS</b>	<b>17000</b>	<b>18000</b>	
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**PROPERTIES**

Alternate Over Branding	2000000
Branding of 4s & 6s	4000000
Fall of Wickets	800000
Man of the Match (with 60" FCT)	500000
Outside Live Programmes (each with 120" FCT) (Total 6 prog.)	1000000

*Sukhjinder Kaur*  
(SUKHJINDER KAUR) 28/6/18  
CONTROLLER MARKETING  
(011) 23421030-34

## LIST OF FM STATIONS

### FM RAINBOW STATIONS

S. No.	States	Stations
1	Andhra Pradesh	Hyderabad
2		Vijayawada
3		Vishakapatnam
4	Bihar	Patna
5	Delhi	Delhi
6	Jharkhand	Ranchi
7	Karnataka	Bangalore
8	Kerala	Kochi
9	Maharashtra	Mumbai
10	Meghalaya	Shillong
11	Goa	Panaji
12	Orissa	Cuttack
13	Pondicherry	Pondicherry
14	Punjab	Jalandhar
15		Chandigarh
16	Tamil Nadu	Chennai
17		Coimbatore
18		Madurai
19		Kodaikanal
20		Tiruchirapally
21		Tirunelveli
22	Uttar Pradesh	Lucknow
23		Kanpur
24		Raebareli
25	West Bengal	Kolkata

### FM TRANSMITTERS

1	Itanagar
2	Dibrugarh
3	Tezpur
4	Bhuj
5	Imphal
6	Aizawal
7	Chhatarpur
8	Kohima
9	Bhawanaipatna
10	Gangtok
11	Tuticorin
12	Agartala
13	Portblair
14	Tura



THE COMMENTARY ON MEDIUM WAVE WILL BE RELAYED BY THE 66 IDENTIFIED STATIONS  
(.) THE STATIONS ARE:-

AHMEDABAD	AGRA	ALLAHABAD	AMBIKAPUR
BANGALORE	BHOPAL	AURANGABAD	BHADRAWATI
CHENNAI	COIMBATORE	DHARWAD	BHAGALPUR
DELHI	CUDAPPAH	GWALIOR	BIKANER
HYDERABAD	CUTTACK	JALGAON	GULBARGA
KOLKATA	GORAKHPUR	JAMMU	JAMSHEDPUR
LUCKNOW	GUWAHATI	JODHPUR	JEYPORE
MUMBAI	INDORE	KOZHIKODE	MATHURA
	JABALPUR	MADURAI	PANAJI
	JAIPUR	MANGALORE	PUDUCHERRY
	JALANDHAR	MYSORE	RATNAGIRI
	NAGPUR	RAMPUR	SHIMLA
	PATNA	RANCHI	SILCHAR
	PUNE	SAMBALPUR	JAGDALPUR
	RAIPUR	SANGLI	PARBHANI
	RAJKOT	SHILLONG	
	ROHTAK	SILIGURI	
	THIRUVANANTHAPURAM	SRINAGAR	
	THIRUCHIRAPALLI	SURATGARH	
	VARANASI	THRISSUR	
	VIJAYAWADA	UDAIPUR	
	VISHAKHAPATNAM		

THE STATIONS ARE ALLOWED TO EXTEND TRANSMISSION BEYOND THEIR NORMAL HOURS  
OF TRANSMISSION TO ACCOMMODATE THE RELAY OF CRICKET COMMENTARY (.)

CONTD.3/-

# **SCHEDULE**

## **INDIA ENGLAND CRICKET SERIES 2018**

1st T20I	Jul 03, 2018	England vs India Old Trafford, Manchester, 10:00 PM
2nd T20I	Jul 06, 2018	England vs India Sophia Gardens, Cardiff, 10:00 PM
3rd T20I	Jul 08, 2018	England vs India, County Ground, Bristol, 6:30 PM
1st ODI	Jul 12, 2018	England vs India, Trent Bridge, Nottingham, 5:00 PM
2nd ODI	Jul 14, 2018	England vs India, Lord's, London, 3:30 PM
3rd ODI	Jul 17, 2018	England vs India, Headingley, Leeds, 5:00 PM