

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

No. DTH/3(3)/2022/P-VII

Dated: 09.12.2022

Notice for 65th e-auction of DD Free Dish

Subject: Notice inviting applications for allotment of vacant MPEG-2 slots of DD Free Dish Platform on pro-rata basis for the period from 24.12.2022 to 31.03.2023

1. Prasar Bharati invites applications for allotment of vacant MPEG-2 slots of DD Free Dish DTH Platform on pro-rata basis for the period from 24.12.2022 to 31.03.2023 through 65th online e- auction process to be tentatively held on 19.12.2022.
2. The e-auction will be conducted in accordance with policy guidelines for allotment of DD Free Dish slots, notified on 15.01.2019 and as amended from time to time which are available on the website, <http://prasarbharati.gov.in>.
3. Only satellite channels licensed by the Ministry of I&B would be allowed to participate in the e-auction. Only companies holding valid permission from Ministry of I&B can apply for participation in e-auction for allocation of DD Free Dish slot.
4. International Public Broadcasters licensed by the Ministry of I & B can also participate in e-auction.
5. Categorization of TV channels in different buckets in accordance with genres/language of channel and their starting reserve price for the allotment period will be as below:

Bucket	Genre/language of channel	Starting pro-rata reserve price (Rs.)
Bucket A	All Movie (Hindi) Channels	62276000
Bucket R1	Devotional (Spiritual/AAYUSH Channels)	53699000
Bucket A+	All GEC (Hindi) Channels	43254000
Bucket B	All Music (Hindi) Channels, Sports (Hindi) Channels, GEC (Bhojpuri), Movies (Bhojpuri) and Teleshopping (Hindi) channels	29803000
Bucket C	News & Current Affairs (Hindi) Channels, News & Current Affairs (English) and News & Current Affairs (Punjabi) Channels	26984000
Bucket D	All other remaining Genre (Language) Channels	18929000

6. The e-auction will be Bucket-wise starting with bucket having highest reserve price i.e from Bucket 'A' and will progressively go down in the order of reserve price, as given in table above, subject to availability of slot.
7. Broadcasters desirous of allotment of slot on DD Free Dish are required to provide clear and unambiguous proof in support of genre classification of their channel. 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.

8. Satellite TV channels participating in e-auction under R1 Bucket shall be required to furnish an undertaking in the prescribed format as per Annexure-2A.
9. Change of name and or logo of a channel placed on DD Free Dish may be allowed subject to necessary permissions from Ministry of I & B. However, no change in genre (Language) of channel, declared by applicant at the time of bidding, will be permissible.
10. Interested broadcasters may apply online at <https://fdslots.prasarbharati.org> and upload all requisite documents as prescribed in the application. Please note that it is mandatory to pay the non-refundable processing fee of Rs.25,000/- online at above portal to submit the application. The participation fee of Rs. 1.50 Crore (Rupees one Crore fifty lakhs only) is to be paid only through Demand Draft. A copy of the participation fee demand draft is to be uploaded online.
11. Before, starting filling up of online application, please ensure that copies of all documents provided in ANNEXURE-1, including participation fee Demand Draft, are available with you in pdf format for uploading.
12. After submission of online application, the original demand draft for participation fee along with printout of acknowledgement for submission of online application, which will be sent to you on your authorized e-mail, is to be submitted in sealed cover either in person or by Speed/Registered Post addressed to Director (Platforms), Room No. 601, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001 **latest by 16.12.2022 (Friday) by 03.00 P.M.**
13. Online training will be provided to all eligible participants before the commencement of actual e-Auction.
14. If required, Prasar Bharati can extend e-Auction to the next day or as the case may be.
15. For details like e-auction process, terms & conditions and payment schedule etc. please refer to policy guidelines available on the website <http://prasarbharati.gov.in>.
16. Prasar Bharati reserve the rights to accept/reject/cancel/amend the e-Auction/slot at any time during the e-Auction or after e-Auction.
17. For unsuccessful bidders, participation fee will be refunded within three weeks after the declaration of the results of e-auction.
18. After the successful conduct of e-auction, a Letter of Allotment will be issued by Prasar Bharati to the successful bidder along with the payment schedule for payment of bid amount and prescribed format of agreement to be signed between Prasar Bharati & bidder.
19. Every successful bidder will be required to sign an Agreement with Prasar Bharati in two original copies within 15 days of issue of Letter of Allotment. The prescribed format of the Agreement is available on the website <https://prasarbharati.gov.in>.
20. Successful channels will be placed on vacant Logical Channel Numbers (LCNs) of DD Free Dish. After completion of e-auction, successful channel may apply giving three options in the order of preference for allotment of LCN. However, this does not guarantee for placement of successful channel on preferences given for LCN. All such requests shall be considered by Prasar Bharati in accordance with prescribed procedure for allotment allotment/change of LCN to private TV channels, which is available on the website <https://prasarbharati.gov.in>. Prasar Bharati's decision in this regard shall be final.
21. Successful bidders shall be required to make payments in 02 monthly installments as per payment schedule prescribed under clause (5) of the policy guidelines for allotment of DD Free Dish slots which will also be part of Letter of Allotment. Each installment will be 1/2nd of difference of bid amount and participation fee.

22. 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 interest @ 14.5% per annum, as provided in clause 5.3 of policy guidelines, within seven days. Interest @ 14.5% per annum shall be charged from the due date of payment. The interest shall be charged for the entire month for a payment default of seven days or part thereof. In case the instalment due along with the interest is not paid within seven days from its scheduled due date, the Participation Fee along with any instalment already deposited by the Broadcaster/Channel till that date, will be forfeited and the channel will be discontinued from DD Free Dish Platform without any further notice and the channel will have no right to be carried on DD Free Dish on vacated slot.
23. Successful channel will be placed on DD Free Dish after receipt of payment for 1st instalment of carriage fee. In case the Channel Provider fails to place its channel on its allocated slot within one month of the allotment commencement date, the allotment shall stand cancelled automatically and the Participation Fee along with any instalment already deposited shall be forfeited.
24. In case the Channel Provider withdraws his channel prematurely or terminates the contract prematurely the Participation Fee shall be forfeited along with any instalment already deposited
25. Successful Channels will be required to arrange their own IRD Box in advance at DTH Earth Station, Todapur, New Delhi, to place their Channel on DD Free Dish Platform.
26. The Last Date for submission of applications and original Demand Draft is **16.12.2022 (Friday)** latest by 03.00 P.M.



Inderjeet Grewal
Director (Platforms)

List of documents required to be uploaded with online application

Please keep PDF copies of following documents ready with you before starting filling up of application on the portal.

1. Copy of Downlinking permission of the TV channel issued by Ministry of Information and Broadcasting.
2. Copy of Uplinking permission of the TV channel issued by Ministry of Information and Broadcasting (If channel is uplinked from India).

(Please note: In case period of downlink/Uplink permissions of channel has expired, please also provide copies of downlink/uplink renewal permissions or payment of requisite fee for renewal of permissions).

3. Copy of logo of channel permitted by Ministry of Information and Broadcasting. In case of change of name/logo, please also provide permission for change of name/logo of the channel.
4. Copy of Demand Draft of Rs.1.50 Crore (Rupees one Crore fifty lakhs only) towards participation fee from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi.
5. Documents in support of genre classification of channel:

A. Documents to be provided by already operational channels for genre classification, any one of following:

- i. Documentary evidence for presence of channel on MSO/DTH platforms and genre in which channel has been placed in those platforms.
- ii. Additionally any documentary evidence from regulatory/Govt. authorities (TRAI, MIB) that could clearly establish the genre classification, if any.
- iii. Documentary evidence from Television rating Agency (eg: BARC) that could clearly establish their genre classification, if any.

B. Documents to be provided by channels which are not on air on date of application for genre classification:

- i. The certified copy of Application Form-1, submitted to Ministry of Information and Broadcasting for permission to downlink TV Channels in India, where in Point No.6 of Part (C) of the Application Form-1, the "Category of channel" should have been clearly defined and further in Point No.7 of Part (C) of the Form-I the special subject for the channel should have been specified.

or

Additionally, publicly available evidence (Press release, website, social media, any other marketing materials etc) that substantiate and establish the intent to launch the channel, within a declared time frame.

or

Any further documentation regarding the launch plan on other distribution platforms.

- ii. Proposed FPC consistent with genre declared.
6. Undertaking in the prescribed format as per Annexure-2/Annexure-2A.
 7. Authority letter in respect of person with phone no and email id authorising to bid in e-auction on behalf of Bidder applicant Company, as per Annexure-3
 8. Copy of PAN No. of Applicant Company.
 9. Copy of GST Registration of applicant company
 10. Non-refundable processing fee of Rs.25,000/- is to be mandatorily paid online at <https://fdslots.prasarbharati.org> before submission of application

Note: Files only in PDF format can be uploaded. The size of each file should not exceed 1.0 MB.

Format for Undertaking (For Buckets A+, A,B,C & D channels)

I/We on behalf of(Name of applicant company) hereby undertake that we have applied for participation in 65th e-auction process notified vide notice no. DTH/3(3)/2022/P-VII, dated..... for allotment of DD Free Dish slot to the channel (*Name of channel*)

We undertake that the satellite TV channel (name of channel) pertains to Genre/language.

We further confirm that the 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.

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 DD Free Dish slot during the period of allocation, if allotted a slot.

Signature:

Date:

(Organisation Seal)

(Name)

Format for Undertaking (For Bucket R1 channels)

I/We on behalf of (*Name of applicant company*) hereby undertake that we have applied for participation in 65th e-auction process notified vide notice no. DTH/3(3)/2022/P-VII, dated for allotment of DD Free Dish slot to the channel (*Name of channel*)

We undertake that the satellite TV channel (name of channel) pertains to Genre/language.

We understand that Bucket R1 slots are reserved for public interest channels at significantly lower reserve price.

We undertake that the satellite TV channel(*Name of channel*) for which I/we are participating in e-auction under R1 Bucket shall not carry any programming content pertaining to teleshopping and/or tele-sales/marketing of religious items and/or Ayush products/services where there is a solicitation or call to action to viewers to buy a specific product at a specific price through information shared during the program.

We further confirm that the 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.

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 DD Free Dish slot during the period of allocation, if allotted a slot.

Signature of Auth. Signatory:

(Name)

Date:

(Organisation Seal)

FORMAT FOR CERTIFICATE AS TO AUTHORISED SIGNATORIES

I,....., the Secretary/President of, certify that Ms/Mr. who signed the application and having authorized email id & Mobile Number provided below is authorized to do so and bind the organisation by authority of its board/ governing body.

Authorised email id:

Mobile Number:

Signature:

Date:

(Organisation Seal)

(Name)