

Notice inviting applications from eligible satellite TV channels for allotment of slots of DD Free Dish DTH Platform through 38th on line e-auction process

1. Doordarshan will conduct the 38th online e-Auction for filling up of Vacant MPEG-2 slots of DD Free Dish DTH Platform w.e.f. 11.02.2019 The policy guidelines for allotment of DD Free Dish slots are available on the website, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>
2. 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 or their authorized distributor partners can apply for allocation of DD Free Dish slot. If bidder Company is other than channel license holder, the letter/agreement signed between license Holder Company and Distributor Company authorizing the bidder for distribution of the channel and bidding on behalf of the channel must be submitted.
3. International Public Broadcasters licensed by the Ministry of I&B can also participate in e-auction for MPEG-2
4. Categorization of TV channels in different buckets in accordance with genres/language of channel and their respective reserve price for allotment of slots on DD Free Dish through e-auction is as below:

Type of sots	Bucket	Genre/language of channel	Reserve price
MPEG-2	Bucket A ⁺	All GEC (Hindi) Channels , Teleshopping channels	Rs.15.00 Crore
	Bucket A	All Movie (Hindi) Channels	Rs.12.00 Crore
	Bucket B	All Music(Hindi) Channels, Sports (Hindi) Channels, GEC(Bhojpuri) Movies (Bhojpuri)	Rs.10.00 Crore
	Bucket C	News & Current Affairs (Hindi) Channels, News & Current Affairs (English) and News & Current Affairs (Punjabi) Channels	Rs.7.00 Crore
	Bucket D	All other remaining Genre (Language) Channels	Rs.6.00 Crore

5. Broadcasters desirous of placing their TV Channels on DD Free Dish shall be required to declare the genre and language of their channel while applying for e-auction.
6. The channel/company desirous of participating in the e-auction may apply in the prescribed Bidder Registration form along with requisite fee and all documents, as mentioned in Bidder Registration form, which is available on the website, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>

7. The applicants will be required to furnish the following Demand Drafts along with Bidder Registration form.

- i) Non-refundable processing fee of Rs 25,000/- (twenty five thousand only) through Demand Draft/RTGS/NEFT from any scheduled bank in favour of PB (BCI), Doordarshan Commercial Service, New Delhi.
- ii) Demand Draft of Rs 1.50 Cr (One Crore and fifty lakhs only) from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, towards participation fee.
- iii) For unsuccessful bidders, participation fee will be refunded within three weeks after the declaration of the results of e-auction. For successful bidders, participation fee will be adjusted in the final instalment (11th instalment in the 11th month) of the carriage fee/bid amount.

8. Online Training will be provided to all the participants before the commencement of actual e-Auction.

9. If required, Prasar Bharati/Doordarshan can extend e-Auction to the next day or as the case may be.

10. For details like e-auction process, terms & conditions and payment schedule etc. please refer to policy guidelines available on the website, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>

11. Interested broadcasters may submit their applications in person in Room No. 320, 3rd Floor, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001 or sent by Speed/Registered Post addressed to Deputy Director (DTH) Room No. 320, 3rd Floor, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001.

12. The Last Date for submission of applications is 06.02.2019 latest by 1.00 P.M.

-Sd-

(Inderjeet Grewal)
Deputy Director (DTH)

Checklist of documents/fee to submitted with Bidder registration form:

- i) Copies of Uplinking & Downlinking permissions of the TV channel issued by Ministry of Information and Broadcasting
- ii) Copy of the document substantiating the claim of the channel being in a particular genre (language) like category in recent BARC rating/TRAI declaration/other private DTH platforms category etc.
- iii) Undertaking towards self declaration of channel being in particular genre (language), in case no BARC rating /other private DTH platforms category etc. is not available regarding channel to be placed on DD Free Dish is in the format enclosed.
- iv) Copy of logo of channel permitted by Ministry of Information and Broadcasting
- v) Document with regard to relationship of bidder company with licensee of the TV channel
- vi) Non-refundable processing fee of Rs 25,000/- (twenty five thousand only) through Demand Draft/RTGS/NEFT from any scheduled bank in favour of PB (BCI), Doordarshan Commercial Service, New Delhi.
- vii) Demand Draft of Rs 1.50 Cr (One Crore and fifty lakhs only) from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, towards participation fee.
- viii) 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.

Note: Submit separate Registration Form for each channel

Undertaking

I/We on behalf of hereby undertake that we have applied for participation in e-auction process being held from for allotment of slot of DD Free Dish slot to the channel

We confirm that the satellite TV channel (name of channel) licensed by Ministry of I & B to M/s 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, we are liable to be disqualified 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 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)