

PRASAR BHARATI
(India's Public Service Broadcaster)
PRASAR BHARATI SECRETARIAT
(T & C /Comml.Division), Prasar Bharati House
Copernicus Marg, New Delhi-110001

Office Order


No. TC-1/011(I)/2019-20/Tariff/Part/34 **Dated: 11/10/2019.**
Subject: Extension of Bonus Scheme under rationalization of Rate card of DD National, for Corporate Clients- reg.

Bonus scheme on the extant Rate Card applicable for in-house programmes on DD National channel was introduced on pilot basis for a period of 4 months w.e.f. 01-06-2018, with the approval of CEO, Prasar Bharati, vide this office circular of even No. dated 28-05-2018. The scheme was extended thrice for four months on each occasion w.e.f. 01-10-2018, 01-02-2019 and 01-06-2019. The extension approved last time was conveyed vide this office circular No. TC-1/011(I)/2018-19/Tariff dated 18-06-2019.

It has been decided to extend the said Bonus scheme, for Corporate Clients, w.e.f. 01-10-2019, for four more months or up to the date of introduction of New Rate Card for DD National, whichever is earlier, without any change in the terms and conditions already prescribed.

Monthly feedback report in the prescribed format shall be submitted to this office by all the concerned, positively by 10th of the month following the month of report.

This issues with the approval of CEO, Prasar Bharati.



(Amit Sharma)
Director (T & C/ B & R)


To

Director General: Doordarshan

Doordarshan Bhawan,
Copernicus Marg,
New Delhi.

Copy for information and necessary action to:

1. Additional Director General, (Sales) Doordarshan Kendra, Worli, Mumbai.
2. Additional Director General, (Marketing), PB Sectt., New Delhi
3. Head, Sales, PB Sectt., New Delhi 01.
4. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
- ✓ 5. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

DDG(IT) b1-  11/10