

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat (T&C Division)
Prasar Bharati House
Copernicus Marg, New Delhi-110001

F. No. TC-1/011(1)/2020-21/Tariff

Dated: 14/05/2020

Circular No. 3/2020

Subject: Special Airtime Rates for Vishnupuran on DD Bharati Channel

Special rate card for serial "Vishnupuran" being scheduled to be telecast on DD Bharati channel at 7 pm slot w.e.f. 14.05.2020 has been approved as below:-

Type	Rate	Total FCT (in Seconds)
Main Sponsor 1	40,00,000	4350
Main Sponsor 2	25,00,000	2200
Associate Sponsor 1 & 2	20,00,000	1650
Package	10,00,000	750
SBR	15,000	
Early Bird Offer for orders received upto 15th May, 11:59 PM	10,000	

2. GST@18% will be charged extra.
3. Banking and rescheduling of spots shall be the prerogative of PB.
4. ADG(P)(South Zone) will work as a Channel coordinator. The Channel coordinator shall maintain the google sheet for every programme for sales and booking of FCT on daily basis and also give approval for rescheduling.
5. This issues with the approval of CEO, Prasar Bharati.



(P.S.Srivastava)
Director (ER)
Mob.9968076979

Contd./-P2

Copy for necessary action to:

1. ADG(P), Policy & Planning, DG:DD, New Delhi.
2. Additional Director General, SMD Mumbai, Doordarshan Kendra, Worli, Mumbai.
3. Additional Director General, (Marketing), PB Sectt., New Delhi
4. Head, Sales, Prasar Bharati House, Copernicus Marg, New Delhi 01.
5. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
6. DDG(Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

Copy for kind information to:-

1. SO to CEO, PB
2. PS to Member(Fin.), PB