

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(I)/2018-19/Tariff / 48

Dated: 07/03/2019

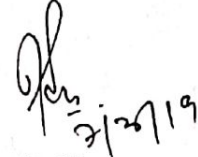
Circular No. 4 of 2019

Subject: Sale of Commercial time by Marketing Division.

The guidelines, pertaining to telecast of advertisements of political parties on Doordarshan, were prescribed vide Letter No. DCS/Political Ad/2004 dated 22.04.2004 (copy enclosed). In partial modification to the said guidelines, the point iii) of the said letter has been amended. Now, the said point iii) reads as under:

"iii) The package benefits, as prescribed in the extant rate card of DD, are available for telecast of advertisements of political parties on Doordarshan channels."

2. This issues with the approval of CEO, Prasar Bharati.



(Amit Sharma)
Dy. Director (Comm., T&C)
Ph. No. 011-23118516

To,

The Director General
Doordarshan
Doordarshan Bhawan (Tower-A)
Copernicus Marg
New Delhi-110001

Copy for information and necessary action to:

1. Additional Director General, (CRD I), Mumbai, Commercial Revenue Division, Doordarshan Kendra, Worli, Mumbai.
2. Additional Director General, (CRD II, DCD), Prasar Bharati House, Copernicus Marg, New Delhi 01.
3. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
4. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

PRASAR BHARATI
Broadcasting Corporation of India
DOORDARSHAN COMMERCIAL SERVICE



Doordarshan Bhawan
1 Copernicus Marg
New Delhi - 110 001
Tel: 23388204 23389768
Fax: 233 86206
Gram DOORCOMCENT

No DCS Political Ad/2004

April 22, 2004

Dear Sir,

This is with reference to telecast of advertisements of political parties on Doordarshan. I am directed to convey the approval of the CEO, Prasar Bharati for telecast of advertisements of political parties on Doordarshan channels during the campaigning period as specified by the Election Commission. These ads shall thus be telecast during the period when the Election Commission code of conduct comes into force and up to the end of the permissible period of campaigning. All Kendras and Marketing Wings are authorized to book advertisements/commercials of political parties to be telecast on channels subject to the following conditions:-

- i) Only such advertisements, which have been cleared by the Election Commission/Chief Electoral officers/Designated officers of the Election Commission, may be telecast on Doordarshan channels. A copy of the approval from such authority as mentioned above must be insisted along with the contract.
- ii) All political ads may be booked only on advance payment basis along with service tax and TDS which are also to be collected in advance. Such political ads are to be booked as per the rates prescribed in the Rate Card.
- iii) However, no package benefits or any other rebate or concession is permitted.

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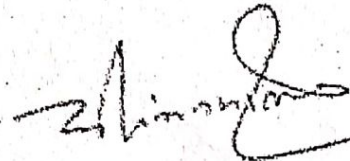
Contd. ... 2/

i) All such advertisements can only be booked directly with Doordarshan Marketing/Commercial offices and are not allowed for telecast in the FCT of the sponsored programmes of various producers. This means sponsored programme producers/their marketing agencies cannot book such advertisements in their FCT.

ii) All such advertisements/commercials would clearly have supered on them for the complete duration of the advertisements - "political campaign advertisements" or "Chunav Prachar Vigyapan".

With regards,

Yours sincerely,



(Dhiranjan Malvey)

The Director,
All Kendras Marketing Wing.