

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)/2019-20/Tariff (Part)

Dated: 19/05/2020

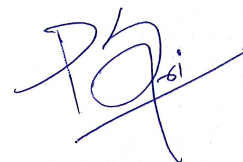
**Circular No. 4/2020**

**Subject: Special Airtime Rates for Serial "Shree Krishna" on DD-National.**

This is in continuation of Sales Wing Order dated 28-04-2020 issued vide F.No. PBS/SD/HoS/2020-06. The following has been further decided:-

- a) The special SBR of "Shree Krishna" at Rs 1,50,000 (excluding GST@18%) per 10 seconds will be continued for the fresh episode in the evening 9-10 PM slot.
- b) The advertiser/client who have already booked and/or will book FCT on the fresh telecast of "Shree Krishna" in the evening slot of 9-10 PM would be offered equal FCT as a bonus on the repeat telecast in the morning 9-10 AM slot.
- c) Besides para b) above, all the advertisers/clients who have already executed their campaigns w.e.f. May 03, 2020 would be compensated with complementary FCT run in future repeat telecast of "Shree Krishna" at 9-10 AM.
- d) A special SBR for the morning repeat telecast at 9-10 AM slot has been introduced at Rs 35,000 (excluding GST @18%) per 10 Seconds. However, the bonus scheme will not be applicable to the advertisers/clients who buy in the morning slot.

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



(P.S.Srivastava)  
Director (ER)  
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Copy for necessary action to:

1. ADG(P), Policy & Planning, DG:DD, New Delhi.
2. ADG, SMD Mumbai, Doordarshan Kendra, Worli, Mumbai.
3. ADG, (Marketing), PB Sectt., New Delhi

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4. Head of 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