

Prasar Bharati
Content Sourcing Division
Copernicus Marg, New Delhi

No. 40/1/2020-P.6 (Content Sourcing) Dated: 29-09-2021

Subject: Inviting Applications from all Hindi Feature Film's Right Owners for allotment of Feature Film Slots of DD Retro through e- auction process.

1. Prasar Bharati invites applications to allocate 4 Feature Film Slots per week on DD Retro Channel for the **period of six months (total 26 X 4 slots)** through e-auction process.
2. The slots will be allotted as per procedure explained in **Annexure-1**.
3. Hindi feature Films (HFF) of retro year prior to and including 2000 will be permitted for telecast. HFF, telecast once, shall be permitted for repeat telecast after three months gap.
4. The standard duration of the slot will be three hours. However, if the run-time of the movie so requires, Prasar Bharati may consider at its discretion allowing extra duration of minimum 15 minutes or in its multiples for accommodating the entire run-time of the film plus the commercial time allowed. In such an event, rights owner will be required to pay additional amount on pro-rata basis of quoted slot fee for three hours. The rights owner will be allowed additional commercial time on pro rata basis. If the film ends in less than three hours of allotted time, the Bidder shall not be allowed to telecast any content after completion of telecast of the film.

23/9/21

5. The applicants desirous of participating in the e-auction may apply online only, through our portal, <https://ddslots.prasarbharati.org> along with requisite fee and all documents mentioned in '**Check-List of the Documents**'.
6. The Rights Owner desirous of participating in the e-auction will be required to furnish transaction documents of the fee with the bidder registration form as under:
 - i. Non-refundable processing fee of Rs 25000/- (Rupees twenty five thousand only), plus 18% GST, must be submitted online through the portal.
 - ii. Demand Draft of Rs 1,91,750/- (Rupees one Lac ninety one thousand seven hundred and fifty only) inclusive of 18% GST from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, towards participation fee i.e. one fourth of total reserve price of a film slot.
 - iii. For unsuccessful bidders, participation fee will be refunded within three weeks after declaration of the results of e-auction.
7. Right holder(s) of Feature Films, fulfilling the eligibility criteria mentioned below, would be allowed to participate in the allotment of slot/ e-auction process;
 - i. The applicant should have valid **Satellite Rights of not less than Fifteen (15) Hindi** feature films of retro year prior to and including 2000 excluding 'A' Certified Films on the date of e-auction corresponding to each slot applied for.
 - ii. The applicant should not be a defaulter of Prasar Bharati /Doordarshan at the time of submission of the Application.



- iii. A black-listing order passed by the Central government / State governments / any PSU/Autonomous body of the Government should not be in operation against the applicant at the time of submission of the Application.
- iv. The Rights Holder should not have been debarred from the bidding as per GFR, Rule 151.

8. The reserve base price for each slot will be as under:

Sl No.	Day	Time band	Total No. of Slots	Reserve/Base price
i	Saturday	1200- 1500 Hrs	26	Rs. 6,50,000/- Plus 18 % GST
ii	Saturday	1900- 2200 Hrs	26	Rs. 6,50,000/- Plus 18% GST
iii	Sunday	1200- 1500 Hrs	26	Rs. 6,50,000/- Plus 18% GST
iv	Sunday	1900- 2200 Hrs	26	Rs. 6,50,000/- Plus 18% GST

- 9. In case a bidder is interested in multiple slots/time-bands then separate registrations will have to be submitted by the bidder indicating the intention to bid for specific slot/time-bands.

Signature

10. Successful bidders shall make payments as per the schedule given below:

S N	Description	Instalment Amount in Rs.
1.	<p>i. 1st Instalment in advance one week before placement of content on DD Retro channel or within one month from date of winning of bid whichever is earlier.</p> <p>ii. 2nd Instalment in advance within one month of placement of content on DD Retro channel.</p> <p>iii. Subsequent monthly Instalments in advance and within one month of paying the previous instalment, till the period of contract till the last instalment.</p>	<p>One third (Total Bid price –Participation Fee) + applicable 18% GST</p>
2	<p>Participation fee (i.e. One fourth of the total Reserve Price of a film slot) deposited at the time of e-auction shall be adjusted in the final instalment of the slot or time band fee/bid amount.</p>	

11. In case of any instalments not paid within the scheduled dates, a notice to this effect shall be issued to the defaulter to deposit the payment due along with penalty as mentioned in the clause 12 (below) within seven days.

14/5/20

12. A penal interest **14.5% per annum** shall be charged from the due date of payment. The penal interest shall be charged for the entire month for a payment default of seven days or part thereof.
13. In case the instalment due along with the penal interest is not paid within seven days from its scheduled due date, the Participation Fee along with any instalment already deposited by the bidder till date, will be forfeited and the bidder shall be discontinued from the Prasar Bharati platform without any further notice. In such case, the bidder will have no right on the slot(s). The vacated slot may be made available for re-auction.
14. Applicants desirous of allotment of Hindi Feature Film slots on DD Retro are required to provide prescribed documents in support of his/her eligibility. In case of lack of clarity, ambiguity or conflicting information, applications will be deemed ineligible and may be summarily rejected. For details please refer checklist of documents provided with the application form.
15. Online Training will be provided to all the participants by PB/DD before the commencement of actual e-Auction.
16. Prasar Bharati reserves the rights to accept/reject/cancel/amend the e-Auction/slot offered at any time during the e-auction or after e-auction.
17. The successful bidders will be required to enter into a written agreement on stamp paper of requisite value within a fortnight of communication of the outcome of bidding.
18. Successful bidders will be entitled to use Free Commercial Time (FCT) of 4 minutes i.e. 240 seconds per half an hour slot & additional 2 minutes FCT shall be reserved for & retained by Prasar Bharati.

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19. Successful bidders will be permitted to telecast corporate advertisements only. They will not be allowed to have Government/PSUs/ Autonomous and regulatory bodies of the Government advertisement in their allotted commercial time of 4 minutes.
20. Successful bidders will be allowed to telecast only Hindi Feature Film & film related promo, teaser & songs etc. (as fillers) in the allotted slot of 3 hours for promotion of upcoming films in case adequate commercials are not available during the telecast of particular film.
21. 'A' certified films (by CBFC) will not be eligible for telecast. Only 'U', 'V/U & 'U/A' certified films will be eligible for telecast. 'U/A' certified films can be telecast with cautionary endorsement that the question as to whether the child below age of 12 years may be allowed to see such a film should be decided upon by the parent or guardian of such child. Further, the content should be compliant with commercial and broadcast code of Prasar Bharati.
22. Successful bidder will not be allowed to monetize the excess time of provided slot (after completion of feature film). 4 minutes of FCT provided per half an hour slot, shall be available only during the telecast of the film. Only two breaks per half an hour shall be permitted.
23. Only Doordarshan's logo will be carried during the telecast.
24. In case any dispute arises regarding rights etc. of the content provided, the successful bidder will be solely responsible for it. PB/DD will not be responsible in any manner whatsoever. The bidder shall fully indemnify Prasar Bharati against all third party demands, claims, controversies, etc., arising due to telecast of the content.

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25. If the Right holder commits a material breach of any term of the agreement between the parties which is not remedied by him within 15 days of service of a notice in that behalf, PB shall terminate the agreement.
26. In case the programme violates any law or is contrary to the programming guidelines and Broadcast code of DD/PB or is otherwise prejudicial to the interests of PB, the agreement shall be terminated by PB with immediate effect.
27. PB will have full discretion to deviate the time slots in the event of Broadcast of National importance or in the event of such broadcasts as mandated and necessitated from time to time.
28. The Last Date for submission of applications is 21st October, 2021 latest by 3.00 PM
29. There will be an online pre-bid meeting in Doordarshan Bhawan on 11th October, 2021 at 2.30 PM to make the willing bidders acquaint with the procedure and reply their query, if, any.
30. In case on any query regarding submission of online form application, you may contact at email – ddprgfilms@gmail.com.

Surender Singh

Surender Singh
DDG (Content Sourcing)
Dated: 29-09-2021

ANNEXURE-I

E-AUCTION PROCESS

- 1.** E-auction will be held for various slots as detailed below;
 - a)** E-auction will progress in each round till such time there are no more bidders for a given time period or there are no more vacant slots left.
 - b)** E-auction for every period will be of 15 Minutes duration. Additional 3 minutes will be added to the e-auction time, if any bid is received in the closing minute before the closing time of each e-auction.
 - c)** E-auction for a different slot/time band will be conducted 20 minutes after completion of e- auction of previous slot.
 - d)** The Reserve Price for the commencement of e - auction for different slot/time band shall be as per clause 8 of the notification. Incremental amount in the e- auction bids of slots shall be of a minimum of Rs 2,000 (Two thousands only) and multiples thereof.
 - e)** After the expiry of the prescribed time window the highest bidder will be allotted the slot.
 - f)** A round shall end when there are no active bids and all active bidders have been awarded slots/time bands based on principle of highest bid. At the end of expiry of prescribed time window of e-auction, the e-Auction may proceed to next round for next time slot/band.
 - g)** If required, Prasar Bharati can extend e-Auction to the next day or as the case maybe.
 - h)** Online Training will be provided to all the participants before the commencement of actual e-Auction.

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- i) A slot that remains unfilled during scheduled e-Auction may be filled by any other mode.
- j) Prasar Bharati reserves the rights to accept/ reject/ cancel/amend the e- Auction/ slot at any time during the e-Auction or after e-Auction.

K) Time duration of e-auctions:

SI No.	Event	Time/ Duration
i	E-auction duration of a slot/time band	15 mins
ii	Extension of time duration for e- auction for the slot/time band , If bid is received inthe last minutes	3 mins
iii	Time interval for e-auction of slots/ time bands between two time period	20 mins

2. After conclusion of the e-auction, details of the winning bidders will be notified on the PB website.
3. A conditional letter of allotment will be issued to successful bidders indicating the slots/Time Band allotted, along with the payment schedule, original documents to be scrutinized and verified, draft Agreement to be signed between Prasar Bharati and bidder.
4. The allotment will be confirmed only after all formalities specified in the conditional letter of allotment have been completed by the bidder within the specified time period including the execution of the Agreement with Prasar Bharati.

Prasar Bharati

5. Successful bidders will submit the content (prints of Hindi Feature Films) of upcoming month, compliant with commercial and broadcast code of Prasar Bharati, **2 weeks** prior to the telecast with relevant details for content scrutiny and in the format specified in Hard Disc Drive with date-wise schedule of feature Films and all documents establishing rights for the films, CBFC certification etc. Documents establishing the rights of the content owner will have to be submitted along with the content. Content if found to be non-compliant at any stage and not corrected timely, may result in cancellation of placement and potential black-listing of the bidder. PB will not be liable to compensate any financial loss on this account, irrespective of status of scrutiny clearance/broadcast of the said content.
6. Upon failure to place content on allocated slots as per telecast schedule, penalty equal to the bid price per slot will be levied for the period of delay upto a maximum of 7 days, after which the allotment will be treated as cancelled and the Participation Fee forfeited.

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ANNEXURE-II

PRE-BROADCAST CONTENT SCRUTINY

1. Content i.e. feature film and fillers, will be previewed/scrutinized by a Committee at DD Retro before telecast.
2. In case, the filler is non-compliant to Commercial & Broadcast Code of Prasar Bharati and/or successful bidder fails to provide the same, DD Retro can fill the excess time with content available with it.
3. Irrespective of status of scrutiny/clearance, successful bidders have to self-certify that content is fully compliant with both broadcast code and commercial code of Prasar Bharati and affirm that full responsibility for such compliance rests with the bidder.
4. PB at any stage can suspend content from going on-air if content is found to be non-compliant.
5. Any such suspension by PB will have to be communicated to the bidder with details of non-compliance and suggested modifications to ensure compliance.
6. Content if found to have been non-compliant post Broadcast may result in cancellation of the placement and potential black-listing of the bidder.
7. PB will not be liable to compensate the bidder for any loss of monetization on account of non-compliant content irrespective



of status of scrutiny/clearance and irrespective of status of broadcast of the said content.

8. Any revenue loss on account of content non-compliance will be the sole liability of the bidder and PB will not be liable to refund any slot/band fee paid in advance.
9. Failure to submit the content within the time specified and failure to come on-air on scheduled time will be grounds for cancellation of the placement and potential black-listing of the bidder.
10. Successful bidders will supply promos (video, audio and print)/ publicity material) of the Films on a regular basis. Promo material for build-up publicity shall be supplied within 30 days after the signing of the agreement.
11. The print of the Film must meet the technical format and technical standards notified.

23/5/16

Annexure-III

Check list of documents

- I. Copy of PAN Card.
- II. Copy of GST Registration Certificate.
- III. Income Tax Returns of last 3 years i.e. for FY 2018-19 , 2019-20 &2020-2021.
- IV. **Indemnity Bond duly notarized on stamp paper of Rs. 100/-** to indemnify against third party claims arising out of disputes relating to rights and it will also indemnify against all kind of claims, disputes, controversies, litigation, and court expenses incurred by the applicant arising out of telecast of the content.

(To be taken from the Successful Bidders at the time of signing the agreement.)

v) Non-refundable processing fee of Rs.25000/- (Rupees Twenty Five Thousand only), plus 18% GST, must be submitted online through our portal.

VI) Demand Draft of Rs.1,91,750 (Rupees One Lac Ninety One Thousand seven Hundred and Fifty only) inclusive of 18% GST, towards participation fee from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi. (Demand Draft must be submitted, at Room No. 1005, 10th Floor, Tower-B, Directorate General : Doordarshan,



Doordarshan Bhawan, Copernicus Marg, New Delhi 110001, by 21st October 2021 till 03:00 PM otherwise form will be summarily rejected.)

- vii. 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.
- viii. Affidavit on Stamp Paper of requisite value regarding para- 7 of eligibility.

Note: Submit **separate Registration/Application form for each slot bid for**

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Annexure-IV

Affidavit

(on Stamp Paper of requisite value)

I/We on behalf of hereby undertake that we have applied for participation in e-auction process being held on for allotment of Hindi Feature Films slot of DD Retro as specified in point no. 5 of auction application form

I/We further confirm that the;

1. Information contained in the bidder Registration/Application 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 whole or in part mislead the department in its allotment process.
2. That I am not a defaulter/we are not a defaulter of Prasar Bharati/Doordarshan at the time of submission of this application. No amount is owed by me/us to Prasar Bharati/Doordarshan. No legal proceeding for the recovery of



outstanding dues initiated by Prasar Bharati/ Doordarshan against me/ us is pending.

3. That No order of blacklisting passed by the Central Government/ anyState Government/ any PSU is in operation against me/ us as on date.
4. That I/We are not debarred from bidding as per GFR, Rule 151.
5. That I hereby give an undertaking that I have **Satellite Rights of not less than Fifteen (15) hindi** feature films of retro year prior to and including 2000 excluding 'A' Certified Films on the date of e-auction corresponding to each slot applied for.
6. We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading or conflicting, we are liable to be dismissed from the e-auction processor cancellation of slot during the period of allocation, or thereafter if allotted a slot.



Signature:

Date:

(Organisation Seal)

(Name)