

**Prasar Bharati**  
**(India's Public Service Broadcaster)**  
**Directorate General: Doordarshan**  
**Doordarshan Bhawan,**  
**Copernicus Marg: New Delhi**

No. DTH/119/2020/P-VII

Dated: 22.05.2020

**Notice**

**Subject: Notice inviting applications from satellite TV channels to fill up vacant MPEG-2 slots of DD Free Dish DTH Platform on pro-rata basis for the period from 10.06.2020 to 31.03.2021.**

Reference is invited to this Directorate's Notice No. DTH/104/2020/P-VII, dated 24.03.2020 for keeping in abeyance the e-auction process to fill up vacant MPEG-2 slots of DD Free Dish DTH Platform notified on 18.03.2020. A copy of notification dated 18.03.2020 is also attached.

2. The above-mentioned e-auction process is now open to fill up vacant MPEG-2 slots of DD Free Dish DTH Platform on pro-rata basis for the period from 10.06.2020 to 31.03.2021. The e-auction, if needed will be held on 02.06.2020.

3. The categorization of TV channels in different buckets in accordance with genres/language of channel and their starting reserve price would remain same as provided in notification of even no. dated 18.03.2020.


4. Successful bidders shall be required to make the payments in 07 monthly installments as per payment schedule prescribed under clause (5) of the policy guidelines for allotment of DD Free Dish slots.

5. Interested broadcasters may apply online at <https://fdslots.prasarbharati.org> and upload all requisite documents as prescribed in the application. The processing fee of Rs.25,000/- will have to be paid online while participation fee of Rs. 1.50 Crore (Rupees one crore fifty lakhs only) is to be paid only through Demand Draft. A copy of the participation fee demand draft is to be uploaded online. The original demand draft for participation fee along with printout of acknowledgement received for submission of online application is to be submitted in sealed cover either in person or by Speed/Registered Post addressed to Director (DTH) Room No. 601, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001 latest by 01.06.2020 3.00 P.M.

6. Broadcasters which submitted their applications before postponing the e-auction need not to reapply again.

7. The Last Date for submission of applications/Original Demand Draft for participation fee in case of online application is 01.06.2020 latest by 3.00 P.M.

Encl: As above

  
(Inderjeet Grewal)  
Director (DTH)  
22.05.2020

**Prasar Bharati**  
**(India's Public Service Broadcaster)**  
**Directorate General: Doordarshan**  
**Doordarshan Bhawan,**  
**Copernicus Marg: New Delhi**

No. DTH/104/2020/P-VII

Dated: 18.03.2020

**Notice**

**Notice inviting applications from satellite TV channels to fill up vacant MPEG-2 slot of DD Free Dish DTH Platform for the period from 01.04.2020 to 31.03.2021**

1. Prasar Bharati invites applications to fill up vacant MPEG-2 slot of DD Free Dish DTH Platform for the period from 01.04.2020 to 31.03.2021 through on line e-auction process.
2. The slots will be allotted as per procedure explained in Clause (r) of Annexure-2 of the policy guidelines for allotment of DD Free Dish slots, notified on 15.01.2019 and as amended vide amendment notified on 01.11.2019 which are available on the websites, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>. E-auction, if required, will be held on 31.03.2020.
3. Only channels licensed by the Ministry of I&B would be allowed to participate in the allocation/e-Auction process. Only companies holding valid permission from Ministry of I&B or their authorized distributor partners can apply for allocation of DD Free Dish slot. If bidder Company is other than channel license holder, the letter/agreement signed between license Holder Company and Distributor Company authorizing the bidder for distribution of the channel and bidding on behalf of the channel must be submitted.
4. International Public Broadcasters licensed/registered by the Ministry of I&B can also participate in e-auction.
5. Categorization of TV channels in different buckets in accordance with genres/language of channel and their starting reserve price will be as below:

<b>Bucket</b>	<b>Genre/language of channel</b>	<b>Reserve price/annum (Rs Crore)</b>
Bucket A+	All GEC (Hindi) Channels	15.20
Bucket A	All Movie (Hindi) Channels	13.60
Bucket B	All Music (Hindi) Channels, Sports (Hindi) Channels, GEC (Bhojpuri), Movies (Bhojpuri) and Teleshopping (Hindi) channels	12.30
Bucket C	News & Current Affairs (Hindi) Channels, News & Current Affairs (English) and News & Current Affairs (Punjabi) Channels	12.25
Bucket D	All other remaining Genre (Language) Channels and Teleshopping (Regional) channels	6.25

6. Broadcasters desirous of allotment of slot on DD Free Dish are required to provide clear and unambiguous proof in support of genre classification of their channel. 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.

**Cont. on page 2/-**

7. The channel/company desirous of participating in the e-auction may apply in the prescribed Bidder Registration/application form along with requisite fee and all documents, as mentioned in Bidder Registration/Application form, which is available on the website, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>
8. The applicants will be required to furnish following Demand Drafts along with Bidder Registration form:
  - i) Non-refundable processing fee of Rs 25,000/- (twenty five thousand only), inclusive of GST, through Demand Draft/RTGS/NEFT from any scheduled bank in favour of PB (BCI), Doordarshan Commercial Service, New Delhi.
  - ii) Demand Draft of Rs 1.50 Cr (One Crore and fifty lakhs only) from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, towards participation fee.
  - iii) For unsuccessful bidders, participation fee will be refunded within three weeks after the declaration of the results of e-auction. For successful bidders, participation fee will be adjusted in the final installment of the carriage fee/bid amount.
9. Successful bidders shall be required to make the payments as per payment schedule prescribed under clause (5) of the policy guidelines for allotment of DD Free Dish slots.
10. Online Training will be provided to all the participants before the commencement of actual e-Auction.
11. If required, Prasar Bharati/Doordarshan can extend e-Auction to the next day or as the case may be.
12. For details like e-auction process, terms & conditions and payment schedule etc. please refer to policy guidelines available on the website, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>
13. Prasar Bharati reserve the rights to accept/reject/cancel/amend the e-Auction/slot at any time during the e-Auction or after e-Auction.
14. Interested broadcasters may submit their applications in sealed cover in person in Room No. 601, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001 or sent by Speed/Registered Post addressed to Director (DTH) Room No. 601, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001.
15. The Last Date for submission of applications is 30.03.2020 latest by 3.00 P.M.

(Inderjeet Grewal)  
Director (DTH)  
Dated: 18.03.2020

## **General Terms and Conditions**

1. Only satellite channels which are licensed by the Ministry of I&B for downlinking in India would be allowed to participate in the e-Auction.
2. Only companies holding valid permission from Ministry of I&B or their authorized distributor partners can apply for allocation of DD Free Dish slot.
3. DD Free Dish slots will be allotted as per policy guidelines for allotment of DD Free Dish slots, notified on 15.01.2019 and as amended vide amendments notified on 30.03.2019 & 01.11.2019 which are available on the websites, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>.
4. The channel/company desirous of allotment of slots on DD Free Dish is required to provide clear and unambiguous proof in support of genre classification of their channel. In case of lack of clarity, ambiguity or conflicting information, applications will be deemed ineligible and may be summarily rejected.
5. Successful channels shall be required to make the payments as per payment schedule prescribed under clause (5) of the policy guidelines for allotment of DD Free Dish slots.
6. If the successful bidder fails to place its channel on its allocated slot even after one month from the date of allotment, their allocation will be treated as cancelled and the Participation Fee shall be forfeited.
7. Change of name and or logo of a channel placed on DD Free Dish may be allowed subject to necessary permissions from Ministry of I & B. However, no change in genre (Language) of channel, declared by applicant at the time of bidding, will be permissible.
8. If at any stage it is found that the information furnished by the broadcaster is incorrect, the channel shall be summarily discontinued from the DD Free Dish platform. The participation fee and the carriage fee deposited shall be forfeited and the Broadcaster shall have no rights for carriage on the DD Free Dish.
9. Successful Channels will be required to arrange their own IRD Box in advance at DTH Earth Station, Todapur, New Delhi, to place their Channel on DD Free Dish Platform.
10. The Participation Fee Drafts will be returned to the unsuccessful Bidders within 3 weeks after the declaration of result of the e-Auction.

**list of documents to be enclosed with application form**

1. Copy of Downlinking permission of the TV channel issued by Ministry of Information and Broadcasting.
2. Copy of Uplinking permission of the TV channel issued by Ministry of Information and Broadcasting (If channel is uplinked from India).
3. Copy of logo of channel permitted by Ministry of Information and Broadcasting
4. Documents in support of genre classification of channel:
  - A. Documents to be provided by already operational channels:
    - a. Documentary evidence for presence of channel on MSO/DTH platforms and genre in which channel has been placed in those platforms.
    - b. Additionally any documentary evidence from regulatory/Govt. authorities (TRAI, MIB) that could clearly establish the genre classification, if any.
    - c. Documentary evidence from Television rating Agency (eg: BARC) that could clearly establish their genre classification, if any.
  - B. Documents to be provided by channels which are not on air on date of application for genre classification;
    - a. The certified copy of Application Form-1, submitted to Ministry of Information and Broadcasting for permission to downlink TV Channels in India, where in Point No.6 of Part (C) of the Application Form-1, the "Category of channel" should have been clearly defined and further in Point No.7 of Part (C) of the Form-I the special subject for the channel should have been specified.
    - b. Additionally, publicly available evidence (Press release, website, social media, any other marketing materials etc) that substantiate and establish the intent to launch the channel, within a declared time frame.
    - c. Any further documentation regarding the launch plan on other distribution platforms.
    - d. Their proposed FPC consistent with genre declared.
5. Document with regard to relationship of bidder/Applicant company with licensee of the TV channel.
6. Authority letter from the licensee in case bidder is not the licensee.
7. Undertaking in the format enclosed
8. 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.
9. Copy of PAN No. of applicant company.
10. Copy of GST Registration of applicant company
11. Copy of Demand Draft of Rs.1.50 Crore (Rupees one Crore fifty lakhs only) towards participation fee from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi.
12. Non-refundable processing fee of Rs 25,000/- (twenty five thousand only), inclusive of GST(to be paid online)

**Format for Undertaking**

I/We on behalf of ..... hereby undertake that we have applied for participation in e-auction process being held on ..... for allotment of slot of DD Free Dish slot to the channel .....

We undertake that the satellite TV channel ..... (name of channel) licensed by Ministry of I & B to M/s ..... pertains to ..... Genre/language.

We further confirm that the information contained in the bidder registration 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 in whole or in part mislead the department in its allotment process.

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 process or cancellation of DD Free Dish slot during the period of allocation, if allotted a slot.

Signature:

Date:

(Organisation Seal)

(Name)

**FORMAT FOR CERTIFICATE AS TO AUTHORISED SIGNATORIES**

I,....., the Secretary/President of .....,  
certify that Ms/Mr. .... who signed the  
application is authorized to do so and bind the organisation by authority of its board/  
governing body.

Signature:

Date:

(Organisation Seal)

(Name)