

PRASAR BHARATI
(India's Public Service Broadcaster)
Doordarshan Bhawan, Copernicus Marg
New Delhi-110001
(Content Sourcing Division)

No.:10/07/2025-P.6(CSD)/298476 Dated: 21-08-2025


Notice Inviting Applications for submission of Hindi Feature Films on Revenue Share Model (RSM) for telecast on DD National in the time band 1300 hrs to 1700 hrs.

Prasar Bharati (India's Public Service Broadcaster) invites Applications from rights owners in the prescribed Proforma for offering Hindi Feature Films to Prasar Bharati on Revenue Share Model (RSM).

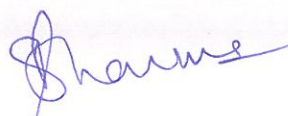
2. The Applicant must read carefully the NIA for submission of Hindi Feature Films on Revenue Share Model and the Prasar Bharati Content Procurement Policy 2024 which is available at Link <https://prasarbharati.gov.in/wp-content/uploads/2025/02/Content-Sourcing-Policy-2024.pdf>, before submitting the offer.
3. Films shall be telecast on DD National in time band 1300 hrs to 1700 hrs during a period of 2 (two) years from the date of telecast of first film acquired from the rights holder (s).
4. Hindi Feature films acquired for DD National under the instant NIA may also be run on other 10 to 11 regional channels in Hindi belt (DD UP, DD MP, DD Bihar, DD Rajasthan, DD Haryana, DD Himachal, DD Uttarakhand, DD Jharkhand, DD Chhattisgarh, DD Kashir, DD Girnar etc.) on Revenue Sharing Mode. Accordingly, multiple rights should be offered for films to enable telecast of the selected films on Doordarshan National Channel and on its Hindi belt regional channels.
5. DD National is primarily a satellite channel with associated terrestrial network. Rights Owners should have satellite and terrestrial rights for the films offered to Doordarshan for telecast on DD Channels along with simulcast digital streaming rights for Doordarshan's OTT platform 'WAVES'.
6. **Eligibility Criteria:**

The eligibility criteria for the rights owner will be as under:

- a. The rights owner may be an individual, proprietary firm or any legal entity



- including partnership firm, limited liability partnership or company.
- b. The rights owner should offer a minimum of 100 films which would be planned for telecast on DD National under the current NIA.
 - c. Out of these offered films, the rights owner should possess satellite and terrestrial rights for a minimum of 75 films on the date of submission of the proposal. In addition, the Rights owner may offer films, for which they do not have rights at the time of submission of offer, but will acquire the rights in future within two year duration. The rights validity in respect of each of the offered film should be mentioned clearly in the submitted offer.
 - d. The rights owner should essentially not owe any dues to Prasar Bharati in respect of its past business transactions. In case of any partnership firm or company, none of its partners, promoters, or directors, as the case may be, should either be a defaulter in his individual capacity or have had any past association with any defaulting partnership firm or company, as partner, promoter, or director, as applicable. An Affidavit to this effect should be provided along with the proposal as per Annexure-II.
 - e. The rights owner at the time of submission of proposal as well as during the entire period of the contract, should not be found under any subsisting debarment from doing business with Prasar Bharati, or any Ministry or Department of the Central or any State Government, or any statutory autonomous body, or any public sector undertaking, on account of any corrupt, unethical, or coercive business practice. Rights owner who are charge sheeted in any criminal case are also not eligible to apply. An Undertaking to this effect should be provided along with the proposal as per Annexure-II.
 - f. Serving employees of Prasar Bharati and their dependents will not be eligible to submit any offer.
7. Films with "U" or "V/U" or "UA" certificates from CBFC only should be offered under this NIA. "A" certified films are not eligible for consideration. "UA" certified films will be telecast with cautionary endorsement.
 8. Rights owners should provide rights for clips of 120 second duration for promotion of the film on social media and also provide rights for film songs of the particular films before scheduling the same for telecast on DD Channels under RSM.
 9. Revenue share for telecast of Feature Films on DD National shall be 70:30 (Rights Owner 70%, PB 30%) in case rights owner takes the sales



responsibility. Otherwise, if PB takes the sales responsibility, revenue share will be in the ratio of 65:35 (Rights Owner 65%, PB 35%).

10. For telecast of films on DD National under RSM, a MG (Minimum Guarantee) will be paid in respect of the film falling under different bucket (categorized under para 20(iii) Evaluation and Selection Criteria below) as per following matrix:

a. Bucket-A	:	Rs. 1.25 Lakh per film
b. Bucket-B	:	Rs. 1.00 Lakh per film
c. Bucket-C	:	Rs. 0.75 Lakh per film
d. Bucket-D	:	Rs. 0.50 Lakh per film

Note: There will be no MG in respect of repeat telecast of the film neither for telecast on DD National nor for telecast on DD Regional channels.

11. Rights owner will get a minimum guaranteed revenue for the film telecast on DD National as per criteria at Sl. No. 10 above. However, if the value of actual share of rights owner's revenue (65/70% share under RSM) exceeds the minimum guarantee, then the actual amount of revenue earned will be shared with the rights owner as per clause no. 9 above.
12. To strengthen the film slot for specific categories, rights owners are requested to offer the films based on decade-wise, Actor-wise, Director-wise as well as specific needs of DD Channels.
13. The films should be offered for each decade of vintage year, i.e. films produced during 1959 and earlier, 1960-69, 1970-1979, 1980-1989, 1990-1999, 2000-2009, 2010-2019 and 2020 onwards.
14. Popular Hindi dubbed Indian Movies of regional languages and Award winning films may also be offered under this NIA, which will be telecast on DD National and other DD Channels on specific slots to be decided later.
15. There is a requirement for telecast of Hindi Feature Films on all 7 days of the week (totalling 730 slots) on DD National during a period of two years from the date of first telecast.
16. As the films are to be telecast for a period of two years on DD National during Non-Prime Time Slot, the rights holder is required to offer maximum number of films, under the current NIA.

17. Terms and Conditions:

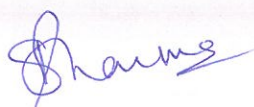
Terms and Conditions for the films offered under revenue share model (RSM) on DD National are as under:

- i. Total FCT available under Revenue Share will be 300 seconds per half an



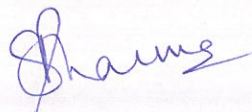
hour slot during the telecast of the film.

- ii. Prasar Bharati will be at liberty to mount public awareness messages from the Government in the remaining available FCT (60 seconds per half an hour). Revenue earned through telecast of these messages will not be shareable.
- iii. Only Corporate Revenue earned during the telecast shall be shareable. However, the targeted Government advertisement revenue will also be shareable with the rights owner.
- iv. FCT shall not be sold below the minimum rate limits notified by Prasar Bharati from time to time.
- v. Shareable revenue will be net revenue (i.e. excluding GST, discount, bonus, Agency Commission etc., if any). Agency Commission shall however not exceed the limit of 15%.
- vi. Prasar Bharati shall not provide any endorsement or letter of support to the rights owners for seeking business from the PSUs, Banks etc.
- vii. In case rights owner takes sales responsibility, all the release orders will be in the name of rights owner. Further, in this case, a separate joint escrow account shall be opened by the rights owner for receipt of all the revenue from sale of shareable FCT/onscreen inventory.
- viii. The party taking sales responsibility will provide duly audited account and release orders to other party on quarterly basis.
- ix. The revenue will be shared on quarterly basis i.e. every 3 months. However, for details regarding commercials booked during telecast of the films, the BARC report on FCT sales will be shared with rights owners on weekly basis.
- x. The offered content will be simultaneously streamed on Prasar Bharati's digital platform associated with the channel including its OTT platform (WAVES) during its telecast on DD National and other DD Regional channels. The revenue earned, if any, through live streaming of movies on such Platform, will not be shareable.
- xi. The rights owner shall submit a Performance Bank Guarantee (PBG) as per the applicable rate. Total contract value shall be monetary value of FCT share (i/c GST) available to Prasar Bharati over six months (or total number of slots allotted whichever is lesser) at notified rate by Prasar Bharati on the date of signing the agreement. The rights owners shall submit the performance bank guarantee before signing the agreement. PBG shall be valid for a period of 90 days from the end of month in which telecast of the last film acquired from the rights owner is made.
- xii. The rights owner can exercise the option of withdrawal only after three months from signing of the agreement by giving two months' notice in



advance to Prasar Bharati.

- xiii. Prasar Bharati can terminate the agreement, without assigning any reason, after giving two months' notice.
 - xiv. The print of the Film shall be in XDCAM HD MPEG 4:2:2.MXF OP1a format with 16:9 aspect ratio and audio embedded with video, dual mono on track 1 and 2 or any other format prescribed by Doordarshan from time to time.
 - xv. The feature films which are to be telecast shall be delivered to Prasar Bharati at least 10 days before the telecast of the film for preview. Prasar Bharati will preview the film and provide its feedback within three working days.
 - xvi. Feature films (out of the offered films by the rights holder) would be selected as per the prescribed procedure defined below at clause 20(ii).
 - xvii. To make up the shortfall by way of Repeat telecast of films, which were already selected and telecast on the Channel, will only be permitted after the approval of Prasar Bharati.
 - xviii. Simultaneous broadcast through any combination of terrestrial, cable, Direct-to-Home, streaming through PB OTT or any other technological means shall be treated as single broadcast.
 - xix. If any dispute regarding the rights ownership occurs, after acceptance of proposal by Prasar Bharati, the same shall be resolved by the rights owner within 15 days, failing which, Prasar Bharati shall be at liberty to foreclose the agreement along with forfeiture of the PBG.
 - xx. Prasar Bharati reserves the right to reject any film without assigning any reason.
18. The applicants may submit their proposal through email at the email id : ddnationalfilms@gmail.com
19. Last **date** for submission of applications/proposals is **12.09.2025**.
20. **Evaluation and Selection Criteria:**
- i. Proposal from a rights owner would only be considered if:
 - a. He has offered minimum 100 films and
 - b. Out of the offered films, the rights owner has rights of at least 75 Films at the time of submission of the proposal against the NIA.
 - ii. The offered Films will be evaluated in accordance with prescribed procedure given under Para 6.3.1.c.i.1.5.4 in the Notified Prasar Bharati Content Procurement Policy 2024, and reproduced as under:



Criteria	Maximum Marks
Theme & Storyline	25
Music and Songs / Background Score	23
Cast and Director	20
Subtitling	7
Commercial Potential	25

- iii. Only those feature films, which secure at least 75 marks as per the above mentioned criteria will be shortlisted and considered for approval under the current NIA. Selected films will be categorized and scheduled as per the following matrix:

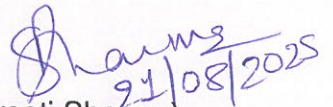
Sl. No.	Bucket	Range of Marks obtained by the film	Scheduling Preference
1.	Bucket-A	91-100	1st
2.	Bucket-B	86-90	2nd
3.	Bucket-C	81-85	3rd
4.	Bucket-D	75-80	4th

- iv. For every bucket, the first preference for scheduling will be granted to those rights owner whose higher number of films are shortlisted within that particular bucket. Scheduling for telecast of the films on DD National will be as mutually agreed between Prasar Bharati and selected Rights Owner(s).
- v. Feature films falling in the Bucket 'A' and/or Bucket 'B' may be scheduled in the prime time on weekends on DD National as per mutual understanding between rights owner(s) and Doordarshan after approval of Prasar Bharati.
- vi. After shortlisting of the Rights Owners, schedule for telecast of their selected films on DD National and on Regional Channels will be made by Prasar Bharati. The Rights Owners are required to provide the scheduled film along with child assets i.e. promos, thumbnails, posters and trailers etc. two months in advance for promotion and marketing.
- vii. Only those Rights Owner(s), whose at least 60 films are shortlisted in



accordance with the evaluation criteria mentioned at para 20 (ii) above, will be selected for providing films under RSM for telecast on DD National. The shortlisted Rights Owner(s) will be required to provide the Satellite and Terrestrial rights to Doordarshan in respect of selected films at the time of scheduling of telecast of such films on DD National.

- viii. In case the successful rights owner wishes/agrees to offer more films during currency of the contract for two years, it will be permitted to do so, subject to meeting the evaluation criterion at para 20 (ii) and approval of Prasar Bharati.

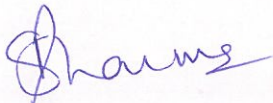

(Preeti Sharma)

Director, Content Sourcing

PREETI SHARMA
Director (E)
Content Sourcing Division
DG : DD (Prasar Bharati)
New Delhi-110001

General terms and conditions:

1. The Applicant must read carefully the NIA for submission of Hindi Feature Films on Revenue Share Model and Prasar Bharati Content Procurement Policy 2024 which is available at <https://prasarbharati.gov.in/wp-content/uploads/2025/02/Content-Sourcing-Policy-2024.pdf>, before submitting the offer. Any conflict between the definition of any term or clause in the NIA and Prasar Bharati Content Procurement Policy 2024, the contents of PB Content Procurement Policy 2024 shall prevail. The Rights Owners may ensure that the film fulfils the eligibility criteria and they agrees to the revenue share as specified in para-8 of the NIA. Films not fulfilling the eligibility criteria shall not be considered for telecast.
2. Application Form should be filled in Block letters as per prescribed format in Annexure-I.
3. An Undertaking on Rs 100 Stamp paper is to be given as per prescribed format in Annexure-II
4. The Applicant shall ensure that all the relevant documents as specified in Annexure-III have been submitted along with the application form.
5. Please enclose notarized documents. All the photocopies submitted along with proposals will be self-attested by the rights owner. Hard copies of all the documents are to be sent to Section Officer, Room No 1005 Tower B, Doordarshan Bhawan, Copernicus Marg, New Delhi 110001.
6. The Applicant shall ensure submitting authorization letter for the authorized signatory. The letter should be signed by all the partners in case of partnership. For Company, a board resolution will be required.

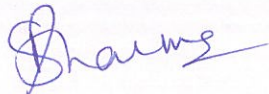


Annexure-I**APPLICATION FORM**

**FOR HINDI FEATURE FILMS FOR TELECAST ON DOORDARSHAN (DD
NATIONAL AND DD REGIONAL CHANNELS) UNDER REVENUE SHARE
MODEL (RSM)**

SUBMISSION OF DETAILS BY THE APPLICANT :

S.N	Particulars	
1	Name of the Entity (Rights Owner) :	
2	Name of authorized person	
3	Nature of the Entity: (Individual/Propriety Firm/Partnership Firm/ Limited Liability Firm/Company.	
4	PAN No. of Applicant (Rights Owner)	
5	GST Registration Certificate of Applicant (Rights Owner)	
6	Address for Correspondence: Mobile No : Landline No : E-Mail:	
7	Address of the Registered office Mobile No : Landline No : E-Mail:	
8	Total No. of films offered	
9	No of films for which the rights are currently available with the Rights Owner.	
10	Whether Rights are offered for telecast on DD National plus DD Regional channels in Hindi Belt also as specified at clause no. 4.(Yes/No)	
11	Please intimate the entity which will sell the FCT i.e. (Rights owner or Prasar Bharati)	



Annexure-II**UNDERTAKING (on Stamp paper)**

I/We..... S/o age....., R/o..... do hereby solemnly declare as follows:

1. That I, am the representative of the Rights Owner M/sand is authorized to sign this undertaking.
2. That the rights owner does not continue to be blacklisted by any central or state government, any agency of the central or state government, any public sector undertaking or any autonomous body or regulatory authority, whether in India or abroad for any act considered to be criminal as per the extant laws, or for any financial default, or for any unfair, immoral or unethical trade practices.
3. That the rights owner is not debarred under Rule 151 of GFR 2017.
4. That the rights owner is not a defaulter of Prasar Bharati, either as an advertising agency or as producer or in any other capacity. As on date, the rights owner does not owe any money to Prasar Bharati.
5. That is solemnly declared that in case any amount is found to be outstanding against the rights owner, he shall without prejudice to any other action as deemed appropriate by Prasar Bharati be liable to pay the said amount to Prasar Bharati.

Place:

Date:

Signature

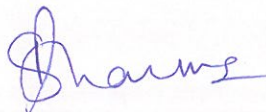


Annexure-III**(A) Documents required to be submitted along with application**

1. Copy of PAN Card of Applicant (Rights Owner)
2. Copy of GST Registration Certificate of Applicant (Rights Owner)
3. IT Returns for last three years of Applicant (Rights Owner)
4. Registration Certificate in case of proprietary firms / Partnership Deed along with registration certificate in case of partnership firms/ Certificate of Incorporation in case of companies.
5. Authorization for signatory (Authorization shall be from all the partners for partnership firms and from Board of Directors for Companies).
6. Affidavit for meeting eligibility criteria and providing correct information- **Annexure-IV.**
7. Details of the offered films in Annexure-V
8. Copy of Agreement and Link Agreement(s) if any, duly notarized on legitimate stamp paper, in order to establish that the applicant holds the rights of the film offered by him as mentioned under Annexure-I at Sl. No. 9.

(B) Documents to be submitted within One Month before scheduled telecast of the selected films

1. Copy of Agreement and Link Agreement(s) if any, duly notarized on legitimate stamp paper, in order to establish that the applicant holds the rights of the film.
2. Notarized Copy/copies of CBFC Certificate (all parts) of the selected. The details of voluntary cuts or deletions suggested by the Censor Board must be provided along with Censor Certificate. In case "V/U" or "U/A" certificate has been obtained from the Central Board of Film Certification at a later stage, a copy of earlier certificates i.e. "U/A" or "A" issued by the Board must also be attached along with the proposal. "U/A" certified films will be telecast with cautionary endorsement.



Annexure-IV**FORMAT***(To be given on Stamp paper of Rs. 100/- only duly notarized)***AFFIDAVIT**

I/We.....S/O.....

R/odo hereby solemnly affirm and declare:

2. That I/We.....am / are the sole proprietor / Partner / Director / Karta(s)/ of Satellite and Terrestrial TV Rights Owner(s) of the films offered to Doordarshan, Prasar Bharati (BCI), for telecast on DD National and Regional channels.

3. That there is no Dispute / Court Case pending regarding ownership of the satellite and terrestrial TV Rights in respect of the said Film(s). Both Satellite and Terrestrial TV Rights are with the deponent.

4. Above named deponent verify and declares that:

(i) the information / documents given is/ are absolutely correct and complete to the best of my / our knowledge and belief and nothing has been **concealed therein**. If at any stage, the information / documents given is / are found contrary / wrong, I / We shall be personally held responsible and liable to face all legal consequences apart from forfeiture of Revenue Share.

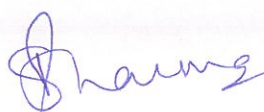
(ii) Any debarment under rule 151 of GFR 2017 shall be brought to the notice of Prasar Bharati and failure to do so will result forfeiture of revenue share as well as Performance Bank Guarantee.

Place:

Date:

DEPONENT**VERIFICATION**

On this day (date) of the year () I/We the above named deponent(s) verify that the above statements are true and correct to the best of my knowledge and belief.

DEPONENT


Annexure-VDetail of Films (To be provided in spreadsheet)

S. No.	Name of the Film	Lead cast	Director	Vintage Year	With Subtitles or without?	CBFC Certificate (U/UA or V/U)	Nature of the Rights (Satellite/ Terrestrial/Satellite & Terrestrial

