



प्रसार भारती / PRASAR BHARATI
भारत का लोक सेवा प्रसारक / INDIA'S PUBLIC SERVICE BROADCASTER
दूरदर्शन केन्द्र / DOORDARSHAN KENDRA
24, अशोक मार्ग, लखनऊ (उ०प्र०) 226 001
24, Ashok Marg, Lucknow (U.P.) 226 001



Notice Inviting Applications (NIA) for submission of Hindi Feature Films on Revenue Share Model (RSM) for telecast on DD UP

No.: DDKLKO/NIHFF/1/2026

Dated: 06-07-2026

NOTICE INVITING APPLICATIONS FOR SUBMISSION OF HINDI FEATURE FILMS ON REVENUE SHARE MODEL (RSM) FOR TELECAST ON DD UP

DD UP invites Applications from rights owners in the prescribed Proforma for offering Hindi Feature Films to DD UP on Revenue Share Model (RSM).

2. Applicability of Policy

The Applicant must read carefully this NIA for submission of Hindi Feature Films (and other language films dubbed in Hindi, where applicable) on Revenue Share Model according to the Prasar Bharati Content Procurement Policy 2024, which is available at <https://prasarbharati.gov.in/wp-content/uploads/2025/02/Content-Sourcing-Policy-2024.pdf>. Any conflict between the definition of any term or clause in this NIA and the Prasar Bharati Content Procurement Policy 2024, the contents of the PB Content Procurement Policy 2024 shall prevail.

3. Period of Telecast and Channel Scope

Films shall be telecast on DD UP during a period of 3(Three) Years from the date of telecast of the first film acquired from the rights holder(s).

DD UP is primarily a satellite channel. Rights Owners should have Satellite Films for the films offered to Doordarshan Uttar Pradesh for telecast. These films will be simulcast on Doordarshan's OTT platform "WAVES" and such simulcast shall be deemed as one telecast.

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4. Special Preference for Uttar Pradesh

Feature films shot in Uttar Pradesh or featuring participation of artists/professionals from Uttar Pradesh may be accorded preference during the selection process, subject to the evaluation and selection criteria contained in this NIA.

5. 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 UP under the current NIA.
- c. Out of these offered films, the rights owner should possess satellite 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 1 (One) Year duration. The rights validity in respect of each of the offered films should be mentioned clearly in the submitted offer.
- d. The rights owner should essentially not owe any dues to DD UP OR ANY OTHER CHANNELS OF DD NETWORK OR AKASHVANI 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.



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6. Certification and Promotional Material

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.

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 UP under RSM.

7. Revenue Share

Revenue share for telecast of Feature Films on DD UP shall be 70:30 (Rights Owner 70%, PB 30%) in case rights owner takes the sales responsibility. Otherwise, if the Channel takes the sales responsibility, revenue share will be in the ratio of 65:35 (Rights Owner 65%, PB 35%).

8. Vintage-wise and Category-wise Offering

To strengthen the film slot for specific categories, rights owners are requested to offer the films based on decade-wise. 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.

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 UP on allotted slots.

9. Requirement of Films and Telecast Pattern

There is a requirement for telecast of Hindi Feature Films on DD UP during a period of three years from the date of first telecast. These may be telecast on DD UP twice a week, either in Prime Time or Non-Prime Time. The telecast frequencies may be curtailed or extended as per the channel's requirement.

As the films are to be telecast for a period of three years on DD UP, the rights holder is required to offer maximum number of films under the current NIA with rights for 3 years.

10. Terms and Conditions (Revenue Share Model)

Terms and Conditions for the films offered under Revenue Share Model (RSM) on DD UP are as under:



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- i. Total FCT available under Revenue Share will be 300 seconds per half an hour slot during the telecast of the film.
- ii. DD UP 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, discounts, 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 corporate sector, PSUs, Banks or any other entity.
- vii. In case the rights owner takes sales responsibility, all the release orders will be in the name of the 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 accounts and release orders to DD UP 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 UP. The revenue earned, if any, through live streaming of movies on such platform, will not be shareable.
- xi. 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 DD UP.
- xii. DD UP can terminate the agreement, without assigning any reason, after giving two months' notice.



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xiii. 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.

xiv. The feature films which are to be telecast shall be delivered to DD UP at Lucknow at least 15 days before the telecast of the film for preview. DD UP will preview the films and provide its feedback within three working days.

xv. Simultaneous broadcast through any combination of cable, Direct-to-Home, streaming through PB OTT or any other technological means shall be treated as single broadcast.

xvi. If any dispute regarding the rights ownership occurs, after acceptance of proposal by DD UP, the same shall be resolved by the rights owner within 15 days, failing which, DD UP shall be at liberty to foreclose the agreement and, where applicable, take action in respect of the PBG in accordance with the terms of the agreement.

xvii. DD UP reserves the right to reject any film without assigning any reason.

11. Submission of Proposals

The applicants may submit their proposal through email at the email id: ddupfilms@gmail.com. Hard copies must be sent to the Commercial Section, Room No. 202, Doordarshan Kendra Lucknow, 24 Ashok Marg, Lucknow 226001. Phone: 0522-2287058.

Last date for submission of applications/proposals is 31.07.2026.

12. Evaluation and Selection Criteria (with revised scheduling basis)

a) Proposal from a rights owner would only be considered if:

(i) He has offered minimum 100 films. DD UP may relax this criterion in specific cases, for reasons to be recorded in writing.

(ii) Out of the offered films, the rights owner has rights of at least 75 films at the time of submission of the proposal against this NIA.



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b) The offered Films will be evaluated in accordance with the 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 and Storyline	25
Music and Songs / Background Score	23
Cast and Director	20
Subtitling	7
Commercial Potential	25

c) 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.

d) Rights Owners will be empaneled under this NIA on the basis of the total number of their films that have been finally selected (i.e. films securing at least 75 marks and accepted for telecast by DD UP), subject to fulfilment of all other terms and conditions.

e) For scheduling of telecast on DD UP, first overall preference shall be accorded to the Rights Owner whose highest total number of films has been selected under this NIA. The next preference shall go to the Rights Owner with the next highest number of selected films, and so on, until all selected films and available slots are programmed.

f) Within the slate of films of each Rights Owner, DD UP shall assign specific telecast slots having regard to:

- the requirement of prime time or non-prime time slots; and
- the channel's programming needs and scheduling constraints.

g) After finalisation of the Rights Owners and their selected films, the schedule of telecast on DD UP shall be drawn up by the Channel in consultation with the Rights Owners, to the extent practicable. The Rights Owners are required to provide each scheduled film along with promotional assets i.e. promos, thumbnails, posters and trailers etc. two months in advance for promotion and marketing.



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h) Only those Rights Owners, whose films are shortlisted in accordance with the evaluation criteria mentioned in this clause, will be selected for providing films under RSM for telecast on DD UP. The shortlisted Rights Owners will be required to provide the satellite rights to DD UP in respect of selected films at the time of scheduling of telecast of such films on DD UP.

i) In case the successful rights owner wishes/agrees to offer more films during the currency of the contract, it will be permitted to do so, subject to meeting the evaluation criterion in this clause and approval of DD UP.

13. General Terms and Conditions

1. The Applicant must read carefully this NIA and the Prasar Bharati Content Procurement Policy 2024 before submitting the offer. Any conflict between the definition of any term or clause in the NIA and the Prasar Bharati Content Procurement Policy 2024, the contents of the PB Content Procurement Policy 2024 shall prevail. The Rights Owners must ensure that the films fulfil the eligibility criteria and that they agree to the revenue share as specified in this 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 the Commercial Section, Doordarshan Kendra Lucknow, 24 Ashok Marg, Lucknow 226001.

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.



Mukesh Kumar
Assistant Director (Programme)
Doordarshan Kendra Lucknow

मुकेश कुमार
Mukesh Kumar
सहायक निदेशक (कार्यक्रम)
Assistant Director (Program)
दूरदर्शन केन्द्र, लखनऊ
Doordarshan Kendra, Lucknow

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Annexure-I

APPLICATION FORM

FOR HINDI FEATURE FILMS FOR TELECAST ON DOORDARSHAN (DD UP)
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	Please intimate the entity which will sell the FCT i.e. (Rights owner or DD UP)	

Annexure-II

UNDERTAKING (on Stamp paper of Rs. 100/- only duly notarized)

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

1. That I, am the representative of the Rights Owner
M/s..... and 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 DD UP, 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 DD UP.
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 DD UP be liable to pay the said amount to DD UP.

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/o.....do 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, DD UP (BCI), for telecast on DD UP.

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 DD UP 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-V

Detail of Films (To be provided in spreadsheet)

S. No	Name of the Film	Lead Cast	Director	Vintage Year	With Subtitles or Without?	CBFC Certificates (U/UA or V/U)	Nature of the Rights (Satellite) (Yes/ No)

