



प्रसार भारती / PRASAR BHARATI
दूरदर्शन वाणिज्यिक सेवा/ DOORDARSHAN COMMERCIAL SERVICE
टॉवर - ए/ Tower- A
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No. DCS/41/88/SOFTWARE/2018-19(PART-1) /530

Dated 31.08.2026

To
All Concerned Companies

Sir,

The existing BATS application software has been developed using legacy technology and is being operated on server hardware that is more than 11 years old which has become obsolete and develop faults frequently (about 4-5 times monthly).

It is therefore requested the existing BATS application may be suitably upgraded, modernized, and customized to meet the present and emerging requirements of Doordarshan and integration for the agencies of DD and AIR through BATS of AIR.

The following major features/requirements may be incorporated in the upgraded Cloud-BATS Software: -

1. Cloud based upgraded Software:

The BATS application may be shifted to a secure cloud-based server infrastructure, thereby reducing dependence on physical/on-premises servers and associated infrastructure. This will facilitate centralized management, scalability, remote accessibility and improved business continuity.

2. Centralized Installation of Software and Automatic Updates of information & modules:

There should be no requirement for separate/dedicated installation of the application at each individual Doordarshan Kendra. Any software/module update should be carried out centrally and should become available simultaneously to all authorized Doordarshan Kendras/users, thereby reducing manual installation and maintenance at individual locations. The proposed Cloud based BATS also specifically envisages automated software updates and seamless synchronization across multiple broadcast stations.

3. Email Integration in BATS:

The email functionality needs to be integrated into BATS to enable automated email communication for different events. The system should allow BATS to automatically send event-based emails to various departments within Doordarshan, as well as to agencies and clients. The email recipients and content should be configurable based on the type of event or occasion.

This integration will help streamline communication, reduce manual effort, and ensure that relevant stakeholders receive timely notifications for important events.

Some of the event example:

- a. Expiry of Bank Guarantees (BG); before 15/7/3 days of expiry
- b. Overdue/outstanding amounts, Due-payment reminders, Billing/invoice, Deal and RO Booking related, Final Log, Asrun matching and discrepancy. Approval requirements and other important system activities related events.

4. Payment Gateway Integration:

A secure payment gateway may be integrated with BATS to facilitate online payment by agencies/clients.

The system should provide for processing of payments through suitable modes such as **Banking, Credit/Debit Cards, Wallets and UPI**, along with automatic processing of payment receipts and reconciliation with billing/receivable records.

5. **Playout Integration:**

The upgraded BATS should provide seamless integration with existing as well as future playout systems. The system should support API-based or file-based integration mechanisms to enable automated exchange of scheduling data and final logs with the playout systems. This integration should facilitate the automatic transfer and synchronization of schedules, playlists, and final transmission logs between BATS and the respective playout systems, thereby minimizing manual intervention, reducing errors, and improving overall operational efficiency.

6. **Revenue sharing module:**

For the Sports Channel, the upgraded BATS should provide comprehensive support for bookings involving programmes that are subject to **revenue-sharing arrangements with third parties**.

The system should capture and manage the applicable revenue-sharing percentage or agreed commercial terms for each programme/booking and automatically calculate the revenue share based on the relevant billing and revenue data.

The system should provide end-to-end functionality for **billing, invoice generation, revenue-share calculation, invoicing, payment processing, and reconciliation** for such programmes. It should also maintain complete transaction records.

The system should provide configurable reports covering bookings, billed revenue, applicable revenue-sharing percentages, third-party revenue share, invoices raised, payments received, outstanding amounts, and other relevant financial and commercial parameters.

7. **Agency portal self-registration:**

Any new agency can come and self-register and download and upload relevant documents. Which can be reviewed by DD team

in BATS for authorization and accept/ reject. (Auto email on each events).

8. Agency portal:

The upgraded BATS should provide agencies with a secure self-service facility to view their current outstanding amounts, invoices, and payment details. Agencies should be able to view and download invoices and other relevant financial documents.

The system should also provide an integrated payment facility through a secure payment gateway, enabling agencies to make payments against their outstanding dues. In addition, provision should be available for agencies to update payment details for offline transactions such as **Cheque, RTGS, NEFT, or other approved modes of payment**, including transaction/reference details and supporting documents, wherever applicable.

The system should maintain a complete record of invoices, outstanding amounts, payments, and payment updates for transparency, reconciliation, and audit purposes.

9. The Upgraded Cloud Module will comprehensively capture Billing, Revenue, Outstanding and reporting (Monthly, Quarterly, Half yearly and yearly).

10. Arbitration :

Module for capturing current Arbitration details for Agency / Client's with details (will discuss during SRS). 3 level details and Report and Emailing.

11. Integration with BATS-AIR:

The upgraded BATS should have provision for **Integration with BATS-AIR**, enabling appropriate exchange/synchronization of debtor's data to facilitate better credit control and other modules wherever required for better coordination between Doordarshan and AIR systems.

12. Upgradation with warrantee of 03years with an option to extend for 2 more years.

The existing BATS application should be comprehensively upgraded and migrated to a cloud-based platform. The upgraded system shall be provided with a warranty for a period of **one (01) year**, followed by maintenance and technical support with warranty for a further period of **two (02) years**.

The maintenance and technical support shall include bug fixing, system support, performance optimization, security updates, troubleshooting, and all necessary technical assistance to ensure the smooth and uninterrupted functioning of the BATS application.

If required, **Doordarshan may extend the maintenance and technical support with warranty for an additional period of two (02) years after completion of the initial three (03) years**, subject to mutually agreed terms and conditions.

13. Upgradation/Installation of Modules as per Doordarshan's Requirements:

Various existing and new modules may be upgraded/installed as per the operational requirements of Doordarshan. The proposed Cloud-BATS document envisages several modules, including:

- a. Deal Entry and Approval;
- b. RO and Inventory Management;
- c. Scheduling and AI-based Auto Spot Booking;
- d. Final Log and Asrun;
- e. Billing, Prabhakar and E-Invoice;
- f. Accounting and Payment Gateway;
- g. Pre-2015 Data Upload and Migration;
- h. RSM Module
- i. Agency Self Registration
- j. Programme and Content Management
- k. FPC Management
- l. NTC and Promo Management;
- m. Agency/Client Management;
- n. MIS and Reporting;

- o. Management and Sales Dashboards;
- p. Scheduling and Final LOG
- q. Integration with Playout
- r. Payment Gate way Integration for Agency Payment.
- s. DCD, DCS and Other Station Deal and RO entry simplification.
- t. OTT/FAST/WEB/Non-Linear commercial management and Billing

Additional Functional Requirements:

In addition to the above, the upgraded Cloud-BATS should provide for the following functionalities, as applicable to the requirements of Doordarshan:

- **Automated scheduling** based on predefined business logic, including provision for authorized modification and last-minute entries.
- **AI-based Auto Spot Booking**, including import of BARC reports and scheduling based on defined parameters.
- **Automated Final Log and Asrun matching**, including discrepancy alerts and generation/capture of actual telecast certificate data.
- **Automated Billing and E-Invoice integration**, including IRN/QR-code integration and automatic emailing of invoices to agencies/clients.
- **MIS, analytical reports and dashboards** for users, Sales Teams and Management, including daily/monthly/quarterly reporting and sharing of reports in PDF format.
- **Agency/Client self-registration and online services**, including viewing outstanding invoices, online payment, downloading invoices and submission of payment details.
- **Security audit and secure access**, including audit by an NIC-approved agency as proposed in the document.
- **Integration with MAM and license management** for programmer/content management and FPC, wherever feasible.
- **Integration of working system with Monthly & Annual reports of DCS at O/o DG:DD.**

Keeping in view the facts and need of the hour, the existing BATS software may be comprehensively upgraded and migrated to a

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secure Cloud-Based Server environment, incorporating the existing functionalities along with the additional modules and features required by Doordarshan. The scope may include **development/ upgradation, cloud migration, integration with BATS-AIR and playout systems, implementation of payment gateway and automated notification facilities, installation/upgradation of various modules as per Doordarshan's requirements, data migration wherever required, security and performance enhancements, and comprehensive technical support/maintenance for 3 (three) years plus extended warrantee(AMC) of 2 years** as below:

Sr. No.	Items	Quantity	Rate (inclusive of GST)
1.	Project Works for development for upgradation of the existing BATS Software	1 Lot	70% of total cost (20% for software upgradation+50% for delivery and training on the software)
2.	Under Warrantee of 3 years	1	30% of total cost (10%x 3 i.e 10% annually)
3.	Extended Warrantee of 2 years	1	8% of the total cost per year

You are, therefore, requested to kindly submit your formal commercial quotes along with your official willingness/consent for the comprehensive upgradation and migration of the existing BATS Software at the by 20TH Sept, 2026 before 06:00 pm.

Yours faithfully,

Seema Singh

Sr. Administrative Officer

For DDG(DCS)