Dated: 08/09/2017

Subject: Amendments to the New Registration/ Accreditation Policy 2017 for Advertising Agencies.

Please refer to this office letter of even No. dated 27-06-2017 forwarding therewith a copy of the New Registration/ Accreditation Policy 2017 for Advertising Agencies.

In this regard, it may be recalled that a few issues were raised by the Standing Counsel of Prasar Bharati and clarifications to the same were provided to Doordarshan by this office, in the file of Doordarshan bearing No. F.No.DCS/82/ Accreditation/ Registration/2017 (Part File). Accordingly, Clause No. 4.2.2 (a), 4.5.10, 4.5.12 (i) and 7 of the said Policy have been amended. The amendments are as indicated in the Table below:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4.2.2 Sub-clause (a)</td>
<td>(a) Income Tax clearance certificate</td>
<td>(a)(i) An affidavit regarding financial solvency of the agency; and (a)(ii) Profit &amp; Loss Statement and Balance sheet, of the last two years, duly certified/audited by Chartered Accountant.</td>
</tr>
<tr>
<td>4.5.10</td>
<td>If an accredited agency is blacklisted due to default in payment, then credit facility to its sister concerns, having accredited status with Doordarshan, may be suspended until the blacklisted company settles all its dues.</td>
<td>If an Accredited Agency is blacklisted then credit facility to all other agencies, wherein the said defaulting agency has any stakes and vice versa, shall also be withdrawn till the time the blacklisted Accredited Agency settles all its dues. Depending upon the nature of the blacklisted accredited agency, i.e. whether it is a company registered under the Companies Act or partnership firm or proprietorship firm, the following shall apply:</td>
</tr>
</tbody>
</table>
i. in case the blacklisted Accredited Agency is a company registered under the Companies Act, then
   a) any Accredited Agency(ies), which is a subsidiary company or holding company or subsidiary of the holding company of the said blacklisted agency, shall be considered as having stakes in the said blacklisted Accredited Agency and, therefore, the credit facility to that agency(ies) shall also be withdrawn till the time the said blacklisted Accredited Agency settles all its dues; and
   b) all accredited agencies, which are entities not registered under the Companies Act and have its proprietor or partner or their relative(s) as a director of the blacklisted Accredited Agency or have any cross financial stakes in the said blacklisted Accredited Agency, shall be considered as having stakes in the blacklisted agency and, therefore, the credit facility to all such agencies shall also be withdrawn till the time the said blacklisted Accredited Agency settles all its dues.

ii. in case, the blacklisted Accredited Agency is a partnership firm or a proprietary firm and if the proprietor or partner(s) or their relatives of this blacklisted agency is the proprietor or partner or director, as the case may be, of any of the agencies accredited by Prasar Bharati, then such agencies shall also lose their credit facility till the time the said blacklisted Accredited Agency settles all its dues. Likewise, if the said blacklisted Accredited Agency has any cross financial stakes with any accredited agency, then all such agencies shall also lose the credit facility.
iii. In case the blacklisted accredited agency is a joint venture company registered under the Companies Act, then the credit facility of all the participating companies of the Joint venture, which are registered as accredited agency with Prasar Bharati, shall also be withdrawn till the time the said blacklisted Accredited Agency settles all its dues. Likewise, if the participating company of the joint venture company is blacklisted, then the credit facility of joint venture as well as other participating companies shall also be withdrawn till the time the said blacklisted Accredited Agency settles all its dues.

Note: The term 'cross financial stakes' used hereinabove, may be taken as financial stakes of 26% or more and the meaning of 'subsidiary company', 'holding company' and 'relatives' shall have the meaning as defined in the Companies Act, as amended from time to time and the rules made there under.

<table>
<thead>
<tr>
<th>4.5.12 Sub Clause (i)</th>
<th>(i) If the payment behaviour of the agency is not satisfactory.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(i) If the payment behaviour of the agency is not satisfactory: Doordarshan may, after serving a notice in this regard, withdraw the accreditation status of an Agency if the said agency fails to pay its dues within 60 days from the expiry of the credit period.</td>
</tr>
</tbody>
</table>

7

In the event of any question, dispute or difference arising in connection with engagement of the registered or accredited agency with the Doordarshan, the same shall be referred to the sole arbitration of a person, who shall be appointed in consonance with the Arbitration & Conciliation Act as amended from time to time. The award of the arbitrator shall be final and
person who may be an employee of Prasar Bharati or an outsider from any field appointed by the DG, Doordarshan. The award of the arbitrator shall be final and binding on both the parties.

This issues with the approval of CEO, Prasar Bharati.

(Amit Sharma)
DD (T & C)

To

**Director General: Doordarshan,**
Doordarshan Bhawan,
Copernicus Marg,
New Delhi.

Copy to:
1. SO to CEO, Prasar Bharati
2. PS to Member (Finance), Prasar Bharati