

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

No. DTH/84/2019/P-VII

Dated: 31.07.2019

Notice

Notice inviting applications from satellite TV channels for allotment of MPEG-2 slots of DD Free Dish DTH Platform for the period from 16.08.2019 to 29.02.2020 through 41st on line e-auction process

1. Prasar Bharati invites applications to fill up MPEG-2 slots of DD Free Dish DTH Platform on pro-rata basis for the period from 16.08.2019 to 29.02.2020.
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, which are available on the websites, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>. E-auction, if required, will be held on 08.08.2019.
3. Only channels licensed by the Ministry of I&B would be allowed to participate in the allocation/41st online 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 pro-rata reserve price for the period from 16.08.2019 to 29.02.2020 will be as below:

Bucket	Genre/language of channel	Pro-rata starting reserve price for the period from 16.08.2019 to 29.02.2020 (Indian Rs.)
A+	All GEC (Hindi) Channels, Teleshopping channels	81723118
A	All Movie (Hindi) Channels	67604839
B	All Music(Hindi) Channels, Sports (Hindi) Channels, GEC(Bhojpuri) Movies (Bhojpuri)	59459677
C	News & Current Affairs (Hindi) Channels, News & Current Affairs (English) and News & Current Affairs (Punjabi) Channels	48599462
D	All other remaining Genre (Language) Channels	33666667

Cont. on page 2/-

6. Broadcasters desirous of allotment of slots 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.
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. Online Training will be provided to all the participants before the commencement of actual e-Auction.
10. If required, Prasar Bharati/Doordarshan can extend e-Auction to the next day or as the case may be.
11. 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>
12. 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.
13. 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 Deputy Director (DTH) Room No. 601, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001.
14. The Last Date for submission of applications is 07.08.2019 latest by 3.00 P.M.

(Inderjeet Grewal)
Deputy Director (DTH)
Dated: 31.07.2019