



PRASAR BHARATI
(Broadcasting Corporation of India)

Doordarshan Commercial Service

Rate Card for Outside Sponsored Programmes Marketing

Regional Kendras

DDK- Agartala**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM- 8:00PM	5500	180	1100
'A' 6:30PM-7:00PM	4500	180	1100
'B' 5:30PM-6:30PM (Monday-Friday) 3:00PM-6:30PM (Saturday)	3500	180	1000

DDK- Ahmedabad

Outside Sponsored Programmes

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM to 8.00PM			
Film Based	25000	120	16000
Non Film Based	13000	150	10000
'A' Before 7:00PM			
Sunday Morning/Afternoon	9000	180	7000

RLSS - Ahmedabad (DD-Girnar)

Outside Sponsored Programmes

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time			
8.00PM-10:30PM			
Film Based	10000	210	3000
Non Film Based	3000	240	1000
Non Prime Time			
8.00AM-8.00PM			
10:30PM-8:00AM			
Film Based	5000	210	2000
Non Film Based	2000	240	1000

DDK- Aizwal**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	3000	210	600
'A' 6:30PM-7:00PM	2500	180	500
'B' 5:30PM-6:30PM (Monday-Friday) 3:00PM- 6:30PM (Saturday & Sunday)	2000	180	400

DDK- Akola**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 6:30PM-7:00PM	1300	240	400
'A' 6:00PM-6:30PM			
Film Based	1500	180	400
Non Film Based	600	180	400

DDK- Allahabad**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM-7:00PM	4000	210	2000

DDK- Bangalore**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' 7:00PM-8:00PM			
Film Based	20000	120	8000
Non Film Based	15000	150	7500
'A' Special 3:00PM-7:00PM			
Film Based	15000	120	5000
Non Film Based	10000	150	4000
'B' 6:00AM-9:00AM			
Film Based	8000	90	2000
Non Film Based	6000	120	2000
New Film Releases	40000	No FCT	10000 (for In- house Mktg)

RLSS- Bangalore (DD-Chandana)**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time 8:00PM-11:00PM (All days) 7:30AM-3:00PM (Sundays & Holidays)			
Film Based	6000	150	3000
Non Film Based	5000	150	2500
Non Prime Time : Rest of the time			
Film Based	6000	210	2500
Non Film Based	5000	210	2000

DDK- Bareilly**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:30PM-7:00PM	4500	210	2500
'B' 6:00PM-6:30PM	4000	150	2000

DDK- Bhawanipatna**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 5:00PM-5:30PM	1500	240	400

DDK- Bhopal**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special After 7:00PM	11500	180	8000
'A' 6:30PM-7:00PM	7000	210	4000
'A' 5:30PM-6:00PM	4600	210	2000

DDK- Bhubaneswar**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' 7:00PM-8:00PM(Monday-Saturday), 8:30AM-9:00AM, 4:00PM-8:00PM (Sunday)			
Film Based	33000	210	10000
Non Film Based	22000	240	6000
'A' Special 6:00PM-7:00PM (Monday – Saturday) :			
Film Based	22000	210	6000
Non Film Based	13000	210	4000
'A' 2:30PM-6:00PM(Monday –Saturday) 6:00AM-9:00AM			
Film Based	12500	210	4000
Non Film Based	6500	210	2000

RLSS- Bhubaneswar (DD-6)**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time 8:00PM-10:30PM			
Film Based	4200	210	2000
Non Film Based	3200	240	1500
Non-Prime Time 9:00AM-3:00PM, 10:30PM- 3:00PM			
Film Based	3200	210	1500
Non Film Based	2200	240	1000

DDK- Chandigarh**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 6:30PM-7:00PM	1800	200	550
'A' 6:00PM-6:30PM			
Film Based	2300	180	550
Non Film Based	1200	180	550

DDK- Chennai**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' 7:00PM-11:00PM			
Film Based	35000	150	7500
Non Film Based	20000	150	6000
'A' Special 3:00PM-7:00PM			
Film Based	25000	180	6000
Non Film Based	15000	180	3500

RLSS- Chennai (DD-Podhigai)**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time			
Film Songs Programme	10000	140	3000
Non-Prime Time			
Film Based	7000	150	1000
Non Film Based	6000	210	2000

DDK- Dehradoon**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 6:00PM-7:00PM (Monday to Friday) 6.30PM-7.00PM (Saturday & Sunday)	7000	180	1200
'A' 5:00PM-6:00PM	5000	180	900

DDK- Dibrugarh**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' 7:00PM-8:00PM	3000	180	600
'A' Special 6:30PM- 7:00PM	2000	210	600
'A' 6:00PM – 6:30PM	2000	180	400
'B' 5:30PM-6:00PM	1500	180	400

DDK- Daltonganj**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM – 6:30PM	1600	210	400
'B' 5:30PM – 6:00PM	1100	210	300

DDK- Gangtok**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM-6:30PM	2000	210	400
'B' 5:30PM-6:00PM	1500	210	300

DDK- Gorakhpur**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 3:00PM -4:00PM (Sunday Only)	5400	240	3000
'A' 6:30PM -7:00PM (All Days)	5400	240	3000
'B' 5:30PM – 6:30PM	3600	240	1800

DDK- Guwahati**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:30PM-8:00PM	10000	240	5000
'A' 6:00PM-7:00PM	7000	240	3000
'A' 4:00PM-6:00PM (Sunday)	7000	240	3000
'B' 2:30PM-4:00PM	4500	200	3000
*8:30 AM	4000	160	1000

*Commercial terms are of 30 Minutes duration. For lesser duration programme commercial terms shall be on pro-rata basis.

PPC- Guwahati (North East)

Outside Sponsored Programme

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
4:00PM-6:00PM			
Film Based	9000	210	5000
Non Film Based	7000	240	5000
8:00PM-10:30PM :			
Film Based	2200	210	1000
Non Film Based	1700	210	1000
Other Than 8:00PM-10:30PM &4:00PM-6:00PM			
Film Based	1400	210	1000
Non Film Based	1100	210	500

DDK- Gulbarga**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
6:30PM-7:00PM			
Film Based	2000	180	400
Non Film Based	1000	210	400

DDK- Hisar**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' 7:00PM – 7:30PM	3000	180	600
'A' Special 6:30PM – 7:00PM	2500	180	500
'A' 6:00PM – 6:30PM	2500	180	500
'B' 5:00PM – 6:00PM	2000	180	400

DDK- Hyderabad**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special After 7:00pm			
Film Based	20000	120	13000
Non Film Based	15000	120	13000
'A' Before 7:00PM			
Film Based	15000	120	13000
Non Film Based	10000	150	10000

RLSS- Hyderabad (DD-Saptagiri)**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time 7:30PM -10:30PM			
Film Based	8000	210	3500
Non Film Based	5000	210	3000
Non Prime Time 10:30PM – 7:30PM (Next day)			
Film Based	8000	210	3000
Non Film Based	4000	210	2500

DDK- Imphal**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	3000	210	600
'A' 6:30PM-7:00PM	2500	180	500
'A' 5:30PM-7:00PM	2000	180	400

DDK- Indore**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:30 PM to 6:00 PM	3000	210	1000

DDK- Itanagar**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM- 8:00PM	4000	180	600
'A' 6:30PM- 7:00PM	3300	180	550
'B' 5:30PM - 6:30PM	2000	210	500

DDK- Jaipur**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' Special 7:30 PM-8:00PM			
Film Based	24000	120	10000
Non Film Based	24000	180	10000
Super 'A' 7:00PM-7:30PM			
Film Based	20000	120	10000
Non Film Based	20000	180	10000
'A' Special 6:30PM-7:00PM	12000	210	5000
'A' 6:00PM-6:30PM	10000	210	4000
'B' 4:00PM-6:00PM	6000	210	2000

DDK- Jalandhar**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special After 7:00PM			
Film Based	20000	120	10000
Non Film Based	20000	160	10000
'A' 6:30PM-7:00PM			
Music Based	15000	180	8000
Serial Based	7500	180	9000
'B' 4:00PM-6:30PM	7500	180	9000

RLSS- Jalandhar (DD-Punjabi)

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
2:00PM- 10:00 PM			
Film Based/Variety Prog.	7500	210	3000
Non-Film Based	5000	210	2000
10:00PM-6:00AM			
Film Based/Variety Prog.	4000	210	1000
Non-Film Based	3000	210	750
6:00AM-2:00PM			
Film Based/Variety Prog	5000	210	2000
Non-Film Based	4000	210	1000
Lishkara <u>October to March</u>			
Audio CD sponsored songs			10000 per song
Video CD sponsored songs			15000 per song
Lishkara <u>April to September</u>			
Audio CD sponsored songs			7500 per song
Video CD sponsored songs			10000 per song

DDK- Jagdalpur**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:30 PM to 6:00 PM	2000	150	500

DDK, Jalpaiguri**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:30PM-6:00PM	2500	210	400

DDK- Jammu**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:30PM-8:00PM			
Film Based	5000	220	1000
Non Film Based	4000	240	1000
'A' 6:00PM-7:00PM			
Film Based	3000	200	700
Non Film Based	2500	220	700
'B' 4:00PM-6:00PM	2000	200	600

DDK- Kohima**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	3000	210	600
'A' 6:30PM-7:00PM	2500	180	500
'A' 5:30PM-6:30PM	2000	180	400

DDK- Kolkata**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' Special 7.00PM-8:00PM			
Film Based	35000	120	9000
Non Film Based	25000	150	9000
Super 'A' 3.00PM-7.00PM			
Film Based	25000	150	9000
Non Film Based	20000	120	7000

RLSS- Kolkata (DD-Bangla)**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time : 8:00PM- 10:00PM			
Film Based	12000	150	3500
Non Film Based	12000	180	3000
Non Prime Time : Rest of the time			
Film Based	6000	180	3000
Non Film Based	6000	180	2000

DDK- Lucknow**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' After 7:00PM	45000	160	15000
'A' Special 6:30PM -7:00PM	20000	210	8000
'A' 6:00PM-6:30PM	15000	210	8000
'B' 4:00PM -6:00PM	15000	210	8000
Sunday Chunk Morning / Afternoon	20000	210	8000

DDK- Leh**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:30 PM to 6:00 PM	3300	180	300

DDK- Mau**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM-6:30PM	1600	210	400
'B' 5:30PM-6:00PM	1100	210	300

DDK- Mumbai**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' After 7:00PM			
Film Based	35000	120	15000
Non-Film Based	28000	120	12000
'A' Special Before 7:00PM	22000	150	8000

RLSS, Mumbai (DD-Sahyadri)**Outside Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time			
6:00AM-9:00AM - Monday-Saturday (With terrestrial support)			
Film based	15000	150	6000
Non Film based	13000	180	5000
Prime Time			
8:00PM-11:00PM			
Film Based	15000	180	3000
Non Film Based	11000	210	2500
Non-Prime Time			
11:00PM - 2:00PM (Next day)			
Film Based	8000	180	2500
Non Film Based	6000	210	2000

DDK- Muzaffarpur**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 5:00PM-6:00PM	3500	240	600
'B' 4:30PM-5:00PM	2500	240	500

DDK- Nagpur**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A'			
6:30PM – 7:00PM			
Film Based	4500	150	600
Non - Film Based	3000	210	500
'B'			
6:00PM – 6:30PM			

DDK- Panaji (Goa)**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special			
7:30PM-8:00PM			
Film Based	4500	180	2000
Non Film Based	4000	210	2000
'A'			
6:00PM-7:00PM			
Film Based	3000	180	1500
Non Film Based	2000	210	1000

DDK- Patna**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' Special After 7:00PM and Sunday (Morning /Afternoon)	15000	180	5000
Super 'A' Special 6:30PM-7:00PM	10000	210	4000
'A' Special 5:30PM – 6:30PM	8000	180	3000
'A' 5:00PM – 5:30PM	7000	180	2000

DDK- Pondicherry**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 5:00PM – 7:00PM			
Film Based	2500	180	300
Non-Film Based	1500	180	300

DDK- Portblair**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A'			
7:00 PM to 7:30 PM			
Film Based	4000	150	500
Non Film Based	2500	180	500
'B'			
6:00 PM to 7:00 PM			
Film Based	2500	180	250
Non Film Based	1500	240	200

DDK- Raipur**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM – 8:00PM	6000	240	2000
'A' 6:30PM – 7:00PM	5000	240	1000
'B' 5:00PM – 6:30PM	3000	240	500

DDK- Rajkot**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 6:00PM – 6:30PM	2000	180	400
'A' 5:30PM – 6:00PM	1500	210	300

DDK- Ranchi**Outside Sponsored Programme**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' 7:00 PM – 8:00 PM	12000	180	4000
'A' Special 6:00PM- 7:00PM	8000	180	3000
'A' 5:00PM – 6:00PM	4500	180	1500
'B' 4:00PM – 5:00PM	3000	180	1000

DDK- Shimla**Outside Sponsored Programmes (for all categories)**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM			
Film Based	7000	150	1000
Non Film Based	7000	180	1000
'A' 6:00PM-7:00PM	4000	180	700
'B' 4:00PM-6:00PM	3000	180	500

DDK- Silchar**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	2500	210	600
'A' 6:30PM-7:00PM	2000	210	500
'B' 5:30PM-6:30PM	1500	180	400

DDK- Shillong**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	2500	180	750
'A' 6:30PM-7:00PM	2000	150	600
'B' 5:30PM-6:30PM (Monday - Friday) 3:00PM-6:30PM (Sunday)	1700	150	500

DDK- Srinagar**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:30PM – 8:00PM			
Film based	10000	120	3000
Non-film based	10000	240	2000

RLSS- Srinagar (DD-Kashir)**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:30PM-8:00PM			
Film based	10000	120	2000
Non-film based	10000	180	2000

DDK- Sambalpur**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:00 PM to 5:30 PM	1500	240	400

DDK, Shantiniketan**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
4:00PM- 4:30PM (Friday)	1500	240	400

DDK- Thiruvananthapuram**Outside Produced Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' 7:00PM-8:00PM			
Film Based	50000	120	12000
Non Film Based	20000	150	9000
'A' Special 3:00PM-7:00PM	15000	150	7000
'B' 6:00AM-9:00AM			
Film Based	6000	150	2000
Non Film Based	5000	180	1500
New Film release (3:00PM-7:00PM)	40000	No FCT	10000 (for in-house Marketing)

RLSS-Thiruvananthapuram (DD-Malayalam)

Outside Sponsored Programmes

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time 8:00PM-10:00PM			
Film Based	7000	120	3000
Non Film Based	5000	150	2500
Non Prime Time 9:00AM-3:00PM			
Film Based	6000	150	2000
Non Film Based	5000	180	1500

DDK- Tura**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' Special 7:00PM-8:00PM	2000	210	600
'A' 6:30PM-7:00PM	1700	210	500
'B' 5:30PM-6:30PM	1300	210	400

DDK- Varanasi**Outside Sponsored Programmes**

Time Band	Telecast fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
'A' 6:00PM-7:00PM	4500	240	2000
'B' 5:30PM-6:00PM	4000	240	2000