

PRASAR BHARATI
(India's Public Service Broadcaster)
PRASAR BHARATI SECRETARIAT
(T & C / B & R Division), Prasar Bharati House
Copernicus Marg, New Delhi-110001

No. TC-1/011(I)/2019-20/Tariff/Part 38

Dated: 04/12/2019.

Subject: Clarification regarding applicability of tariff as per revised Rate Card for DD National and Regional Satellite Channels for ongoing contracts related to Airtime bookings beyond 01-12-2019- reg.

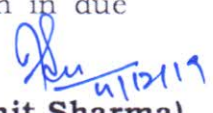
This office has received a few communications from field units seeking clarification on applicability of tariff as per revised Rate Card for DD National and Regional Satellite Channels in respect of ongoing contracts related to Airtime bookings beyond 01-12-2019.

The matter has been examined in this office and it has been decided to circulate the following guidelines in this regard, which are duly approved by CEO, Prasar Bharati.

The existing agreements/contracts where the airtime bookings are spanning beyond 01.12.2019 i.e. the date from which revised airtime rates have become effective (as prescribed vide Circular 10 of 2019 dtd. 15.11.2019), the following options may be allowed to be exercised:

- a) that if a client intends to continue with the pre-revised rates for the remaining part of contacted airtime beyond 01.12.2019, the client may be allowed to do so;
- b) that if a client intends to utilise remaining part of contacted airtime beyond 01.12.2019 at the revised rates (rates prescribed vide Circular 10 of 2019 dtd. 15.11.2019) then the client needs to procure additional airtime so that the total airtime value billed for, matches with the original contracted amount.
However, if a client has existing contract for more than one channel, the client can avail any one option out of Option a) and option b), as above, for all the channels;
- c) in case the client does not avail either of the options a) or b), as above, such cases may be sent to PB Sectt., through the concerned ADG, in charge of Sales, suggesting alternate option(s) along with detailed analysis and implications thereof and the suggested solution (out of suggested alternate options) with justification.

These options will be put up for consideration to the Competent Authority and the field units shall be informed about the decision taken in due course.


(Amit Sharma)

Director (T & C/ B & R)

To

1. **Director General: Doordarshan**, Doordarshan Bhawan (Tower-A), Copernicus Marg, New Delhi -110001.
2. **Director General: DD News**, Doordarshan Bhawan (Tower-B), Copernicus Marg, New Delhi-110001.

Contd./-

Copy to, for information, necessary action and communication of these guidelines to all the concerned:

1. Shri M.S.Thomas, Additional Director General (P), West Zone, Doordarshan Kendra, P.B.Marg Worli, Mumbai -400030.
2. Dr. Rajkumar Upadhyay, Additional Director General (P), South Zone, Doordarshan Kendra J. C. Nagar , Bangaluru-560006.
3. Shri P.K.Subhash, Additional Director General (P) North/East/Central/NE Zones, Doordarshan Bhawan (Tower-A), Copernicus Marg, New Delhi -110001.
4. Sales Head, PB Sectt., New Delhi-1100 01.
5. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-110001.

Copy to:

DDG (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.