

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat (T&C Division)
Prasar Bharati House
Copernicus Marg, New Delhi-110001

F. No. TC-1/011(I)/2018-19/Tariff /45

Dated: 17/01/2020

Subject: Issuance of Annual Turnover Incentive to the Advertising Agencies in the form of Credit Note-clarification reg.

With reference to AIR Rate Chart effective from 01.06.2017, few queries have been received on the subject matter. In this regard, the following is clarified:

(A) Eligibility of Annual Turnover Incentive to the Advertising Agencies in the form of Credit Note:

The amount of incentive should be calculated on the basis of business placed by the advertising agency across all channels during the concerned financial year. **For an agency to be eligible for issuance of Incentive in the form of Credit Note, all the bills, pertaining to the concerned year for which the incentive is being considered, must have been settled by the agency.**

(B) Issuance of Annual Turnover Incentive to the Advertising Agencies in the form of Credit Note:

(i) Annual Turnover Incentive in the form of Credit Note should be issued by Central Sales Unit AIR Mumbai to the concerned Advertising Agencies latest by the end of first quarter (i.e. by 30th June), succeeding the financial year for which the said incentive pertains to.

(ii) At the time of issuance of Credit Note, all the bills pertaining to the agency that have become due for payment till that date must be adjusted. Accordingly the amount of Credit Note must be reduced by the amount so adjusted. **For the purpose of issuance of Credit Note, a bill will be treated outstanding only if the due date of payment or credit period has been lapsed.**

(iii) In cases where, at the time of issuance of Credit Notes, the outstanding amount against an entity is more than the amount of Credit Note, the full incentive amount may be adjusted and, accordingly, an **Information Notice** will be sent to entities informing about the amount so adjusted so that by paying the balance amount it can clear the outstanding dues against it.



(C) Outstanding amount under Arbitration/Court Case:

At the time of issuance of Credit Note, no adjustment will be made for the amount which is sub-judice at any legal forum such as Arbitration/Court etc. However, the entity under Arbitration/Court will be eligible for Credit Note and the amount which is not sub-judice at any legal forum such as Arbitration/Court etc. may be adjusted while issuing Credit Note as mentioned under para (B) above.

(D) No adjustment of previous years' outstanding amount in Credit Notes:

As per the AIR Rate Chart effective from 01.06.2017; the incentives in the form of Credit Note can be used by the Advertising Agencies only for their future business with AIR. Therefore, no outstanding amount pertaining to previous year/s (year/s preceding to the year for which Credit Note is being issued) should be adjusted while issuing Credit Note.

This issues with the approval of CEO, Prasar Bharati.


17/01/2020

(Amit Sharma)
Director (B&R)

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Broadcasting House, Backbay Reclamation,
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Copy for information to:

1. ADG (B&R) PB Sectt,
2. ADG(ER), PB Sectt,
3. Head Sales PB Sectt.,
4. SO to CEO,
5. PS to M(F)