

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

No. DTH/3(3)/2021/P-VII

Dated: 31<sup>st</sup> July, 2021

**Notice**

**Subject: Notice inviting applications from satellite TV channels to fill up vacant MPEG-2 slots of DD Free Dish DTH Platform on pro-rata basis for the period from 16.08.2021 to 31.03.2022.**

1. Prasar Bharati invites applications for allotment of vacant MPEG-2 slots of DD Free Dish DTH Platform for the period from 16.08.2021 to 31.03.2022 through 54<sup>th</sup> on line e-auction process.
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 and as amended vide amendment notified on 01.11.2019 which are available on the on the websites, <https://prasarbharati.gov.in>. 54<sup>th</sup> e-auction, if required, will be held on 09.08.2021 after noon.
3. Only satellite channels licensed by the Ministry of I&B for downlinking in India would be allotted slots on DD Free Dish. Only license holder company or their authorized distributor partners can apply for allocation of DD Free Dish slot.
4. In case the applicant company is other than licensee, the document/agreement signed between license Holder Company and Applicant Company authorizing the applicant/bidder for distribution of the channel and bidding on behalf of the licensee must be submitted.
5. International Public Broadcasters licensed/registered/permitted by the Ministry of I&B can also participate in e-auction.
6. Categorization of TV channels in different buckets in accordance with genres/language of channel and their starting reserve price for the allotment period will be as below:

<b>Bucket</b>	<b>Genre/language of channel</b>	<b>Pro-rata starting reserve price (16.08.2021 to 31.03.2022 (Rs))</b>
Bucket C	News & Current Affairs (Hindi) Channels, News & Current Affairs (English) and News & Current Affairs (Punjabi) Channels	13,84,25,000/-
Bucket A+	All GEC (Hindi) Channels	10,35,84,000/-
Bucket A	All Movie (Hindi) Channels	8,38,09,000/-
Bucket B	All Music (Hindi) Channels, Sports (Hindi) Channels, GEC (Bhojpuri), Movies (Bhojpuri) and Teleshopping (Hindi) channels	7,21,95,000/-
Bucket D	All other remaining Genre (Language) Channels and Teleshopping (Regional) channels	3,92,37,000/-

7. The auction will be Bucket-wise starting with bucket having highest reserve price i.e from Bucket C and will progressively go down in the order of reserve price, as given in table above, subject to availability of slot.
8. Broadcasters desirous of allotment of slot 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.
9. Successful bidders shall be required to make the payments in 06 monthly installments as per payment schedule prescribed under clause (5) of the policy guidelines for allotment of DD Free Dish slots. Each installment will be 1/6<sup>th</sup> of difference of bid amount and participation fee.

Cont. on page 2/-

10. Online training will be provided to all eligible participants before the commencement of actual e-Auction.
11. If required, Prasar Bharati can extend e-Auction to the next day or as the case may be.
12. For details like e-auction process, terms & conditions and payment schedule etc. please refer to policy guidelines available on the website, <https://prasarbharati.gov.in>.
13. 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.
14. Interested broadcasters may apply online at <https://fdslots.prasarbharati.org> and upload all requisite documents as prescribed in the application. Please note that it is mandatory to pay the non-refundable processing fee of Rs.25,000/- online at above portal to submit the application. The participation fee of Rs. 1.50 Crore (Rupees one crore fifty lakhs only) is to be paid only through Demand Draft. A copy of the participation fee demand draft is to be uploaded online.
15. Before, starting filling up of online application, please ensure that copies of all documents provided in ANNEXURE-1, including participation fee Demand Draft, are ready available with you in pdf format for uploading.
16. After submission of online application, the original demand draft for participation fee along with printout of acknowledgement for submission of online application, which will be sent to you on your authorized e-mail, is to be submitted in sealed cover either in person or by Speed/Registered Post addressed to Director (Platforms), Room No. 601, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001 latest by 09.08.2021 (Monday) 11.00 A.M.
17. 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.
18. Successful Channels will be required to arrange their own IRD Box in advance at DTH Earth Station, Todapur, New Delhi, to place their Channel on DD Free Dish Platform.
19. The Last Date for submission of applications is 09.08.2021 (Monday) latest by 11.00 A.M.



(Inderjeet Grewal)  
Director (Platforms)  
31.07.2021

**List of documents required to be uploaded with online application**

**Please keep PDF copies of following documents ready with you before starting filling up of application on the portal.**

1. Copy of Downlinking permission of the TV channel issued by Ministry of Information and Broadcasting.
2. Copy of Uplinking permission of the TV channel issued by Ministry of Information and Broadcasting (If channel is uplinked from India).  
*(Please note:* In case period of downlink/Uplink permissions of channel has expired, please also provide copies of downlink/uplink renewal permissions or payment of requisite fee for renewal of permissions).
3. Copy of logo of channel permitted by Ministry of Information and Broadcasting. In case of change of name/logo, please also provide permission for change of name/logo of the channel.
4. Copy of Demand Draft of Rs.1.50 Crore (Rupees one Crore fifty lakhs only) towards participation fee from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi.
5. Documents in support of genre classification of channel:

**A. Documents to be provided by already operational channels for genre classification:**

- i) Documentary evidence for presence of channel on MSO/DTH platforms and genre in which channel has been placed in those platforms.
- ii) Additionally any documentary evidence from regulatory/Govt. authorities (TRAI, MIB) that could clearly establish the genre classification, if any.
- iii) Documentary evidence from Television rating Agency (eg: BARC) that could clearly establish their genre classification, if any.

**B. Documents to be provided by channels which are not on air on date of application for genre classification;**

- i) The certified copy of Application Form-1, submitted to Ministry of Information and Broadcasting for permission to downlink TV Channels in India, where in Point No.6 of Part (C) of the Application Form-1, the "Category of channel" should have been clearly defined and further in Point No.7 of Part (C) of the Form-1 the special subject for the channel should have been specified.
  - ii) Additionally, publicly available evidence (Press release, website, social media, any other marketing materials etc) that substantiate and establish the intent to launch the channel, within a declared time frame.
  - iii) Any further documentation regarding the launch plan on other distribution platforms.
  - iv) Proposed FPC consistent with genre declared.
6. Document with regard to relationship of bidder/Applicant Company with licensee of the TV channel.
  7. Authority letter from the licensee of the channel in case Applicant Company is not the licensee.
  8. Undertaking in the format provided with the notice inviting applications
  9. Authority letter in respect of person with phone no and email id authorising to bid in e-auction on behalf of Bidder Company, in the format given in the notice inviting applications
  10. Copy of PAN No. of Applicant Company.
  11. Copy of GST Registration of applicant company
  12. Non-refundable processing fee of Rs.25,000/- is to be mandatorily paid online at <https://fdslots.prasarbharati.org> before submission of application

***Note: Files only in PDF format can be uploaded. The size of each file should not exceed 1.0 MB.***

**Format for Undertaking**

I/We on behalf of ..... hereby undertake that we have applied for participation in e-auction process being held on ..... for allotment of slot of DD Free Dish slot to the channel .....

We undertake that the satellite TV channel ..... (name of channel) licensed by Ministry of I & B to M/s ..... pertains to ..... Genre/language.

We further confirm that the information contained in the bidder registration form or any part thereof, including its exhibits, and other documents and instruments delivered to Prasar Bharati/Doordarshan is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its allotment process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading or conflicting, we are liable to be dismissed from the e-auction process or cancellation of DD Free Dish slot during the period of allocation, if allotted a slot.

Signature:

Date:

(Organisation Seal)

(Name)

**FORMAT FOR CERTIFICATE AS TO AUTHORISED SIGNATORIES**

I,....., the Secretary/President of ....., certify that Ms/Mr. .... who signed the application and having authorized email id & Mobile Number provided below is authorized to do so and bind the organisation by authority of its board/ governing body.

Authorised email id:

Mobile Number:

Signature:

Date:

(Organisation Seal)

(Name)