

A

Media plan for 30 second spots on the Occasion of Gandhi Jayanti on AIR Regional stations for a period of 2 days 2nd & 3rd October, 09.

Station	News Timings	Rate	spot	Duration	Total Sec.	Total Amount
Andhra Pradesh	Before/After	1900	4	30	120	22800
Arunachal Pradesh	Before/After	600	4	30	120	7200
Assam	Before/After	1200	4	30	120	14400
Bihar	Before/After	1200	4	30	120	14400
Goa	Before/After	350	4	30	120	4200
Chattisgarh	Before/After	700	4	30	120	8400
Gujarat	Before/After	1400	4	30	120	16800
Haryana	Before/After	500	4	30	120	6000
Himachal Pradesh	Before/After	700	4	30	120	8400
Jharkhand	Before/After	1200	4	30	120	14400
Kerala	Before/After	1400	4	30	120	16800
Madhya pradesh	Before/After	2200	4	30	120	26400
Maharashtra	Before/After	2200	4	30	120	26400
Meghalay	Before/After	600	4	30	120	7200
Mizoram	Before/After	350	4	30	120	4200
			Total			198000
			less 15%			29700
						168300
		Add 10.30% Service Tax				17334.9
		Grand Total				185634.9

B

Media plan for 30 second spots ospots on the Occasion of Gandhi Jayanti on AIR Regional stations for a period of 2 days 2nd & 3rd October, 09.

Station	New Timings	Rate	spots	Duration	Total Sec.	Total Amount
Nagaland	Before/After	350	4	30	120	4200

Orissa	Before/After	1350	4	30	120	16200
Punjab	Before/After	800	4	30	120	9600
Rajasthan	Before/After	2000	4	30	120	24000
Sikkim	Before/After	200	4	30	120	2400
Tripura	Before/After	350	4	30	120	4200
Uttar pradesh	Before/After	3000	4	30	120	36000
Uttrakhand	Before/After	500	4	30	120	6000
Delhi	Before/After	700	4	30	120	8400
Karnatka	Before/After	2000	4	30	120	24000
West Bengal	Before/After	1300	4	30	120	15600
Port Blair	Before/After	300	4	30	120	3600
Tamilnadu	Before/After	2200	4	30	120	26400
J&K	Before/After	1000	4	30	120	12000
			Total			192600
			less 15%			28890
						163710
		Add 10.30% Service Tax				16862.13
		Grand Total				209462.13

Total Amount A+B

395097.03

Media plan for 30 second spots on the Occasion of Gandhi Jayanti on AIR National News channels for a period of 2 days 2nd & 3rd October, 09.

Station	New Timings	Rate	spots	Duration	Total Sec.	Total Amount
National News Morning (Hindi & Eng)	Mid Break	13000	4	30	120	156000
National News Afternoon (Hindi & Eng)	Mid Break	10400	4	30	120	124800
National News Evening (Hindi & Eng)	Mid Break	9000	4	30	120	108000
			Total			388800
			less 15%			58320
						330480
		Add 10.30% Service Tax				34039.44
		Grand Total				364519.4400

**Media plan for 30 second spots on Gandhi Jayanti through DD National, and DD News channel for 2 days
2nd and 3rd October, 09.**

Channel	News Timings	Rate	Spot	Duration	Total Sec.	Total Amount
DD National	Before Evening National News 8.00 pm	75000	4	30	120	900000
DD National	Before Evening English News 8.15 pm	75000	4	30	120	900000
DD National	Before Hindi News 7.00 am	20000	4	30	120	240000
DD National	before English News 7.15 am	20000	4	30	120	240000
DD News	Prime Time	5000	10	30	300	150000
			Total			2430000
			less 15%			364500
						2065500
			Add 10.30% Service Tax			212746.5
			Grand Total			2278246.5

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
Phase IV, Soochana Bhavan, CGO Complex, New Delhi 110003
Release Order for Gandhi Jayanti-09
Duration of plan 02/10/2009 to 03/10/2009

Channel	Time Band	Rate	Spot Per Day	Spot Duration	No. of Days	Total Secondage	Amount	Remark	ng of Channel as per TAM
ZEE BANGLA									1
	8pm-11pm	10362	3	30sec - 6 spots	2	180	186516		
	Total						186516		
	Amount Chargeable						186516		
Channel Eight									1
	12noon-7pm	991	5	30sec - 10 spots	2	300	29730		
	Total						29730		
	Amount Chargeable						29730		
Tara Music									2
	7pm-8pm	100	2	30sec - 4 spots	2	120	1200		
	8pm-11pm	247	3	30sec - 6 spots	2	180	4446		
	Total						5646		
	Amount Chargeable						5646		
24 Ghanta									1
	7am-9am	743	2	30sec - 4 spots	2	120	8916		
	8pm-11pm	2727	3	30sec - 6 spots	2	180	49086		
	Total						58002		
	Amount Chargeable						58002		
STAR ANANDA									1
	8pm-11pm	1983	3	30sec - 6 spots	2	180	35694		
	Total						35694		
	Amount Chargeable						35694		
ETV (BIHAR)									1
	7pm-8pm	750	2	30sec - 4 spots	2	120	9000		
	8pm-11pm	750	3	30sec - 6 spots	2	180	13500		
	Total						22500		
	Amount Chargeable						22500		

SAHARA SAMAY (BIHAR)								1
7pm-8pm	400	2	30sec - 4 spots	2	120	4800		
8pm-11pm	400	3	30sec - 6 spots	2	180	7200		
Total						12000		
Amount Chargeable						12000		
AWAAZ								1
9am-12noon	1239	5	30sec - 10 spots	2	300	37170		
Total						37170		
Amount Chargeable						37170		
CNBC TV 18								1
9am-12noon	1239	5	30sec - 10 spots	2	300	37170		
Total						37170		
Amount Chargeable						37170		
NDTV PROFIT								1
7am-9am	247	2	30sec - 4 spots	2	120	2964		
9am-12noon	495	3	30sec - 6 spots	2	180	8910		
Total						11874		
Amount Chargeable						11874		
UTVI								5
9am-12noon	100	5	30sec - 10 spots	2	300	3000		
Total						3000		
Amount Chargeable						3000		
ZEE BUSINESS								1
7am-9am	495	2	30sec - 4 spots	2	120	5940		
9am-12noon	743	3	30sec - 6 spots	2	180	13374		
Total						19314		
Amount Chargeable						19314		
STAR MOVIE								1
12noon-7pm	1983	4	30sec - 8 spots	2	240	47592		
Total						47592		
Amount Chargeable						47592		
CNN/IBN								1
7am-9am	743	2	30sec - 4 spots	2	120	8916		
8pm-11pm	1735	3	30sec - 6 spots	2	180	31230		
Total						40146		
Amount Chargeable						40146		
NDTV 24X7								1
7am-9am	743	2	30sec - 4 spots	2	120	8916		

	8pm-11pm	1735	3	30sec - 6 spots	2	180	31230	
	Total						40146	
	Amount Chargeable						40146	
News X								5
	7am-9am	247	2	30sec - 4 spots	2	120	2964	
	8pm-11pm	495	3	30sec - 6 spots	2	180	8910	
	Total						11874	
	Amount Chargeable						11874	
TIMES NOW								1
	7am-9am	495	2	30sec - 4 spots	2	120	5940	
	8pm-11pm	1983	3	30sec - 6 spots	2	180	35694	
	Total						41634	
	Amount Chargeable						41634	
ETV GUJARATI								1
	7pm-8pm	2231	2	30sec - 4 spots	2	120	26772	
	8pm-11pm	1487	3	30sec - 6 spots	2	180	26766	
	Total						53538	
	Amount Chargeable						53538	
TV 9 (Gujarati)								1
	7pm-8pm	495	2	30sec - 4 spots	2	120	5940	
	8pm-11pm	495	3	30sec - 6 spots	2	180	8910	
	Total						14850	
	Amount Chargeable						14850	
FILMY								6
	12noon-7pm	1250	4	30sec - 8 spots	2	240	30000	
	Total						30000	
	Amount Chargeable						30000	
SET MAX								2
	12noon-7pm	10000	3	30sec - 3 spots	1	90	90000 spots to be telecast only on 3.10.09 for 30sec sp	
	Total						90000	
	Amount Chargeable						90000	
STAR GOLD								3
	12noon-7pm	6003	4	30sec - 8 spots	2	240	144072	
	Total						144072	
	Amount Chargeable						144072	
UTV MOVIES								5
	12noon-7pm	1950	4	30sec - 8 spots	2	240	46800	
	Total						46800	

	8pm-11pm	36814	2	30sec - 4 spots	2	120	441768	
	Total						441768	
	Amount Chargeable						441768	
9 X M								2
	7pm-8pm	3023	2	30sec - 4 spots	2	120	36276	
	8pm-11pm	2048	3	30sec - 6 spots	2	180	36864	
	Total						73140	
	Amount Chargeable						73140	
MTV								1
	12noon-7pm	1072	4	30sec - 8 spots	2	240	25728	
	Total						25728	
	Amount Chargeable						25728	
AAJTAK								2
	7am-9am	3350	2	30sec - 4 spots	2	120	40200	
	8pm-11pm	5618	3	30sec - 6 spots	3	180	101124	
	Total						141324	
	Amount Chargeable						141324	
IBN 7								4
	8pm-11pm	2145	3	30sec - 6 spots	2	180	38610	
	Total						38610	
	Amount Chargeable						38610	
INDIA TV								1
	7am-9am	2340	2	30sec - 4 spots	2	120	28080	
	8pm-11pm	3705	3	30sec - 6 spots	2	180	66690	
	Total						94770	
	Amount Chargeable						94770	
LOKSABHA TV								13
	7pm-11pm	800	4	30sec - 8 spots	2	240	19200	
	Total						19200	
	Amount Chargeable						19200	
NDTV India								6
	7am-9am	1300	2	30sec - 4 spots	2	120	15600	
	8pm-11pm	3290	3	30sec - 6 spots	2	180	59220	
	Total						74820	
	Amount Chargeable						74820	
News 24								6
	8pm-11pm	2600	4	30sec - 8 spots	2	240	62400	
	Total						62400	

	Amount Chargeable						62400	
STAR NEWS								3
	7am-9am	2048	2	30sec - 4 spots	2	120	24576	
	8pm-11pm	3218	3	30sec - 6 spots	2	180	57924	
	Total						82500	
	Amount Chargeable						82500	
ZEE NEWS								4
	7am-9am	1657	2	30sec - 4 spots	2	120	19884	
	8pm-11pm	2145	3	30sec - 6 spots	2	180	38610	
	Total						58494	
	Amount Chargeable						58494	
ETV (KANNADA)								2
	8pm-11pm	4096	3	30sec - 6 spots	2	180	73728	
	Total						73728	
	Amount Chargeable						73728	
Suvarna								1
	9am-12noon	10000	3	30sec - 6 spots	2	180	180000	
	Total						180000	
	Amount Chargeable						180000	
TV 9 (Karnataka)								1
	8pm-11pm	2243	3	30sec - 6 spots	2	180	40374	
	Total						40374	
	Amount Chargeable						40374	
CARTOON NETWORK								1
	7pm-8pm	6866	2	30sec - 4 spots	2	120	82392	
	Total						82392	
	Amount Chargeable						82392	
NIKELODEON								3
	12noon-7pm	1365	4	30sec - 8 spots	2	240	32760	
	Total						32760	
	Amount Chargeable						32760	
POGO								2
	7pm-8pm	3023	2	30sec - 4 spots	2	120	36276	
	Total						36276	
	Amount Chargeable						36276	
NDTV Goodtimes								2
	7pm-8pm	495	2	30sec - 4 spots	2	120	5940	
	8pm-11pm	495	3	30sec - 6 spots	2	180	8910	

	Total						14850	
	Amount Chargeable						14850	
Zoom								1
	8pm-11pm	1170	3	30sec - 6 spots	2	180	21060	
	Total						21060	
	Amount Chargeable						21060	
ASIANET PLUS								3
	7pm-8pm	1983	2	30sec - 4 spots	2	120	23796	
	8pm-11pm	2727	3	30sec - 6 spots	2	180	49086	
	Total						72882	
	Amount Chargeable						72882	
Manorama News								1
	7pm-8pm	495	3	30sec - 6 spots	2	180	8910	
	Total						8910	
	Amount Chargeable						8910	
ZEE MARATHI								1
	8pm-11pm	15232	3	30sec - 6 spots	2	180	274176	
	Total						274176	
	Amount Chargeable						274176	
Zee Talkies								1
	12noon-7pm	2700	4	30sec - 8 spots	2	240	64800	
	Total						64800	
	Amount Chargeable						64800	
IBN Lokmat								3
	7am-9am	495	2	30sec - 4 spots	2	120	5940	
	8pm-11pm	1200	3	30sec - 6 spots	2	180	21600	
	Total						27540	
	Amount Chargeable						27540	
Star Majha								1
	7am-9am	550	3	30sec - 6 spots	2	180	9900	
	8pm-11pm	600	2	30sec - 4 spots	2	120	7200	
	Total						17100	
	Amount Chargeable						17100	
DISCOVERY								1
	7pm-8pm	2438	2	30sec - 4 spots	2	120	29256	
	8pm-11pm	2243	3	30sec - 6 spots	2	180	40374	
	Total						69630	
	Amount Chargeable						69630	

NATIONAL GEOGRAPHIC CHANNEL							2
12noon-7pm	1487	4	30sec - 8 spots	2	240	35688	
Total						35688	
Amount Chargeable						35688	
NE TV (NORTH EAST TELEVISION)							1
7am-9am	500	2	30sec - 4 spots	2	120	6000	
8pm-11pm	500	3	30sec - 6 spots	2	180	9000	
Total						15000	
Amount Chargeable						15000	
Ne Hi Fi							1
7pm-8pm	100	2	30sec - 4 spots	2	120	1200	
8pm-11pm	100	3	30sec - 6 spots	2	180	1800	
Total						3000	
Amount Chargeable						3000	
Nepal No. 1							1
7pm-8pm	100	3	30sec - 6 spots	2	180	1800	
Total						1800	
Amount Chargeable						1800	
News Live							1
12noon-7pm	500	3	30sec - 6 spots	2	180	9000	
7am-9am	500	2	30sec - 4 spots	2	120	6000	
8pm-11pm	500	3	30sec - 6 spots	2	180	9000	
Total						24000	
Amount Chargeable						24000	
ETV (ORIYA)							2
8pm-11pm	1239	3	30sec - 6 spots	2	180	22302	
Total						22302	
Amount Chargeable						22302	
O TV							1
7pm-8pm	3223	2	30sec - 4 spots	2	120	38676	
8pm-11pm	1735	3	30sec - 6 spots	2	180	31230	
Total						69906	
Amount Chargeable						69906	
ETC (PUNJABI)							2
7pm-8pm	991	2	30sec - 4 spots	2	120	11892	
8pm-11pm	495	3	30sec - 6 spots	2	180	8910	
Total						20802	
Amount Chargeable						20802	

PTC PUNJABI							1
8pm-11pm	1239	3	30sec - 6 spots	2	180	22302	
Total						22302	
Amount Chargeable						22302	
ETV (RAJ)							1
7pm-8pm	495	2	30sec - 4 spots	2	120	5940	
8pm-11pm	495	3	30sec - 6 spots	2	180	8910	
Total						14850	
Amount Chargeable						14850	
Aastha TV							1
7am-9am	1955	2	30sec - 4 spots	2	120	23460	
8pm-11pm	1955	3	30sec - 6 spots	2	180	35190	
Total						58650	
Amount Chargeable						58650	
DIVYA							3
7am-9am	495	2	30sec - 4 spots	2	120	5940	
8pm-11pm	247	3	30sec - 6 spots	2	180	4446	
Total						10386	
Amount Chargeable						10386	
SANSKAR							1
7am-9am	1487	2	30sec - 4 spots	2	120	17844	
8pm-11pm	991	3	30sec - 6 spots	2	180	17838	
Total						35682	
Amount Chargeable						35682	
ZEE JAGRAN							5
7am-9am	100	2	30sec - 4 spots	2	120	1200	
8pm-11pm	100	3	30sec - 6 spots	2	180	1800	
Total						3000	
Amount Chargeable						3000	
RAJ TV							8
8pm-11pm	1735	3	30sec - 6 spots	2	180	31230	
Total						31230	
Amount Chargeable						31230	
SUN TV							1
7pm-8pm	24600	3	30sec - 6 spots	2	180	442800	
Total						442800	
Amount Chargeable						442800	
ETV (TELUGU)							3

8pm-11pm	7616	3	30sec - 6 spots	2	180	137088	
Total						137088	
Amount Chargeable						137088	
GEMINI TV							1
8pm-11pm	16507	3	30sec - 6 spots	2	180	297126	
Total						297126	
Amount Chargeable						297126	
KTV							1
12noon-7pm	3500	5	30sec - 10 spots	2	300	105000	
Total						105000	
Amount Chargeable						105000	
TV 9 (Telugu)							1
8pm-11pm	1755	3	30sec - 6 spots	2	180	31590	
Total						31590	
Amount Chargeable						31590	
ETV (UP)							1
7pm-8pm	495	2	30sec - 4 spots	2	120	5940	
8pm-11pm	247	3	30sec - 6 spots	2	180	4446	
Total						10386	
Amount Chargeable						10386	
SAHARA SAMAY (UP)							1
7pm-8pm	495	2	30sec - 4 spots	2	120	5940	
8pm-11pm	495	3	30sec - 6 spots	2	180	8910	
Total						14850	
Amount Chargeable						14850	
Total						6705237	
Minus Agency Concession @15 %						1005786	
Plus Service Tax @10 %						569945	
Plus Cess @3 % on Service Tax						17098	
Net Amount						6286495	

Ms. Sumedha/Smt. Subashree Mahapatra/K. C. Meena,
CO (AV).

BIG FM Gwalior

5pm-10pm	184	4	30sec - 8 spots	2	240	4416
7am-11am	184	4	30sec - 8 spots	2	240	4416
Total						8832
Amount Chargeable						8832

BIG FM Jameshedpur

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

BIG FM Jodhpur

5pm-10pm	204	4	30sec - 8 spots	2	240	4896
7am-11am	204	4	30sec - 8 spots	2	240	4896
Total						9792
Amount Chargeable						9792

BIG FM Mysore

5pm-10pm	127	4	30sec - 8 spots	2	240	3048
7am-11am	127	4	30sec - 8 spots	2	240	3048
Total						6096
Amount Chargeable						6096

BIG FM Panaji

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

BIG FM Patiala

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

BIG FM Rajkot

5pm-10pm	373	4	30sec - 8 spots	2	240	8952
7am-11am	373	4	30sec - 8 spots	2	240	8952
Total						17904

Amount Chargeable							17904
BIG FM Rourkela							
5pm-10pm	60	4	30sec - 8 spots	2	240	1440	
7am-11am	60	4	30sec - 8 spots	2	240	1440	
Total							2880
Amount Chargeable							2880
BIG FM Sholapur							
5pm-10pm	98	4	30sec - 8 spots	2	240	2352	
7am-11am	98	4	30sec - 8 spots	2	240	2352	
Total							4704
Amount Chargeable							4704
BIG FM Tirupati							
5pm-10pm	60	4	30sec - 8 spots	2	240	1440	
7am-11am	60	4	30sec - 8 spots	2	240	1440	
Total							2880
Amount Chargeable							2880
BIG FM Trivandrum							
5pm-10pm	60	4	30sec - 8 spots	2	240	1440	
7am-11am	60	4	30sec - 8 spots	2	240	1440	
Total							2880
Amount Chargeable							2880
BIG FM Udaipur							
5pm-10pm	60	4	30sec - 8 spots	2	240	1440	
7am-11am	60	4	30sec - 8 spots	2	240	1440	
Total							2880
Amount Chargeable							2880
Big 92.7 FM - Bangalore							
5 pm- 10 pm	440	4	30sec - 8 spots	2	240	10560	
7 am- 11 am	440	4	30sec - 8 spots	2	240	10560	
Total							21120
Amount Chargeable							21120
Big 92.7 FM - Hyderabad							
5 pm- 10 pm	280	4	30sec - 8 spots	2	240	6720	
7 am- 11 am	280	4	30sec - 8 spots	2	240	6720	

Total						13440
Amount Chargeable						13440
Big 92.7 FM - Jalandhar						
5 pm- 10 pm 100	4	30sec - 8 spots	2	240	2400	
7 am- 11 am 100	4	30sec - 8 spots	2	240	2400	
Total					4800	
Amount Chargeable					4800	
Big 92.7 FM - Jammu						
5 pm- 10 pm 100	4	30sec - 8 spots	2	240	2400	
7 am- 11 am 100	4	30sec - 8 spots	2	240	2400	
Total					4800	
Amount Chargeable					4800	
Big 92.7 FM - Kolkatta						
5 pm- 10 pm 240	4	30sec - 8 spots	2	240	5760	
7 am- 11 am 240	4	30sec - 8 spots	2	240	5760	
Total					11520	
Amount Chargeable					11520	
Big 92.7 FM - Srinagar						
5 pm- 10 pm 90	4	30sec - 8 spots	2	240	2160	
7 am- 11 am 90	4	30sec - 8 spots	2	240	2160	
Total					4320	
Amount Chargeable					4320	
Big FM Baroda						
5pm-10pm 60	4	30sec - 8 spots	2	240	1440	
7am-11am 60	4	30sec - 8 spots	2	240	1440	
Total					2880	
Amount Chargeable					2880	
Big FM Kanpur						
5pm-10pm 60	4	30sec - 8 spots	2	240	1440	
7am-11am 60	4	30sec - 8 spots	2	240	1440	
Total					2880	
Amount Chargeable					2880	
Big FM Mangalore						
5pm-10pm 118	4	30sec - 8 spots	2	240	2832	

7am-11am	118	4	30sec - 8 spots	2	240	2832
Total						5664
Amount Chargeable						5664
Big FM Ranchi						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Dhamaal - Jalgaon						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Dhamaal - Karnal						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Dhamaal - Muzaffarpur						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Dhamaal - Patiala						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Dhamaal - Ranchi						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Fever 104 Mumbai						

5pm-10pm	85	4	30sec - 8 spots	2	240	2040
7am-11am	85	4	30sec - 8 spots	2	240	2040
Total						4080
Amount Chargeable						4080
Fever 104- Delhi						
5pm-10pm	170	4	30sec - 8 spots	2	240	4080
7am-11am	170	4	30sec - 8 spots	2	240	4080
Total						8160
Amount Chargeable						8160
Hello FM - Madurai						
5pm-10pm	138	4	30sec - 8 spots	2	240	3312
7am-11am	138	4	30sec - 8 spots	2	240	3312
Total						6624
Amount Chargeable						6624
Hello FM - Trichy						
5pm-10pm	131	4	30sec - 8 spots	2	240	3144
7am-11am	131	4	30sec - 8 spots	2	240	3144
Total						6288
Amount Chargeable						6288
Hello FM - Tuticorin						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
My FM - Chandigarh						
5 pm- 10 pm	80	4	30sec - 8 spots	2	240	1920
7 am- 11 am	80	4	30sec - 8 spots	2	240	1920
Total						3840
Amount Chargeable						3840
My FM - Jalandhar						
5 pm- 10 pm	100	4	30sec - 8 spots	2	240	2400
7 am- 11 am	100	4	30sec - 8 spots	2	240	2400
Total						4800
Amount Chargeable						4800

My FM Ajmer

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

My FM Bhopal

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

My FM Bilaspur

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

My FM Gwalior

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

My FM Jodhpur

5pm-10pm	269	4	30sec - 8 spots	2	240	6456
7am-11am	269	4	30sec - 8 spots	2	240	6456
Total						12912
Amount Chargeable						12912

My FM Nagpur

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

My FM Udaipur

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880

Amount Chargeable						2880
OO La La						
5 pm - 10 pm	70	4	30sec - 8 spots	2	240	1680
7 am-11 am	70	4	30sec - 8 spots	2	240	1680
Total						3360
Amount Chargeable						3360
OO La La- Agartala						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
OO La La- Shillong						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Power FM- Kolkatta						
5 pm- 10 pm	90	4	30sec - 8 spots	2	240	2160
7 am- 11 am	90	4	30sec - 8 spots	2	240	2160
Total						4320
Amount Chargeable						4320
RADIO MIRCHI, AHMEDABAD						
5 PM-10 PM	600	4	30sec - 8 spots	2	240	14400
7 AM-11 AM	600	4	30sec - 8 spots	2	240	14400
Total						28800
Amount Chargeable						28800
RADIO MIRCHI, CHENNAI						
5 PM-10 PM	700	4	30sec - 8 spots	2	240	16800
7 AM-11 AM	700	4	30sec - 8 spots	2	240	16800
Total						33600
Amount Chargeable						33600
RADIO MIRCHI, DELHI						
5 PM-10 PM	1200	4	30sec - 8 spots	2	240	28800
7 AM-11 AM	1200	4	30sec - 8 spots	2	240	28800

Total						57600
Amount Chargeable						57600
RADIO MIRCHI, INDORE						
5 PM-10 PM	300	4	30sec - 8 spots	2	240	7200
7 AM-11 AM	300	4	30sec - 8 spots	2	240	7200
Total						14400
Amount Chargeable						14400
RADIO MIRCHI, KOLKATA						
5 PM-10 PM	600	4	30sec - 8 spots	2	240	14400
7 AM-11 AM	600	4	30sec - 8 spots	2	240	14400
Total						28800
Amount Chargeable						28800
RADIO MIRCHI, MUMBAI						
5 PM-10 PM	800	4	30sec - 8 spots	2	240	19200
7 AM-11 AM	800	4	30sec - 8 spots	2	240	19200
Total						38400
Amount Chargeable						38400
RADIO MIRCHI, PUNE						
5 PM-10 PM	600	4	30sec - 8 spots	2	240	14400
7 AM-11 AM	600	4	30sec - 8 spots	2	240	14400
Total						28800
Amount Chargeable						28800
RADIO ONE FM-MUMBAI						
7-11 AM & 6-1100		8	30sec - 16 spots	2	480	4800
Total						4800
Amount Chargeable						4800
RED FM, DELHI						
5-10 PM	450	4	30sec - 8 spots	2	240	10800
7 AM-11 AM	450	4	30sec - 8 spots	2	240	10800
Total						21600
Amount Chargeable						21600
RED FM, KOLKATA						
5-10 PM	450	4	30sec - 8 spots	2	240	10800
7 AM-11 AM	450	4	30sec - 8 spots	2	240	10800

Total							21600
Amount Chargeable							21600
RED FM, MUMBAI							
5-10 PM	450	4	30sec - 8 spots	2	240		10800
7 AM-11 AM	450	4	30sec - 8 spots	2	240		10800
Total							21600
Amount Chargeable							21600
Radio City Lucknow							
5-10 PM	400	4	30sec - 8 spots	2	240		9600
7-11 AM	400	4	30sec - 8 spots	2	240		9600
Total							19200
Amount Chargeable							19200
Radio City - Jaipur							
5 pm- 10 pm	200	4	30sec - 8 spots	2	240		4800
7 am- 11 am	200	4	30sec - 8 spots	2	240		4800
Total							9600
Amount Chargeable							9600
Radio City Bangalore							
5-10 PM	650	4	30sec - 8 spots	2	240		15600
7-11 AM	750	4	30sec - 8 spots	2	240		18000
Total							33600
Amount Chargeable							33600
Radio City Delhi							
5-10 PM	650	4	30sec - 8 spots	2	240		15600
7-11 AM	750	4	30sec - 8 spots	2	240		18000
Total							33600
Amount Chargeable							33600
Radio City Mumbai							
5-10 PM	650	4	30sec - 8 spots	2	240		15600
7-11 AM	750	4	30sec - 8 spots	2	240		18000
Total							33600
Amount Chargeable							33600
Radio City-Akola							
5pm-10pm	60	4	30sec - 8 spots	2	240		1440

7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio City-Baroda						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio City-Nagpur						
5pm-10pm	87	4	30sec - 8 spots	2	240	2088
7am-11am	87	4	30sec - 8 spots	2	240	2088
Total						4176
Amount Chargeable						4176
Radio City-Nanded						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio City-Sholapur						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio City-jalgaon						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio Dhamal Dhule						
5 pm- 10 pm	60	4	30sec - 8 spots	2	240	1440
7 am - 11 am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio Mantra- Karnal						

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio Mantra- Ranchi						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio Mirchi-Baroda						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio Mirchi-Bhopal						
5pm-10pm	148	4	30sec - 8 spots	2	240	3552
7am-11am	148	4	30sec - 8 spots	2	240	3552
Total						7104
Amount Chargeable						7104
Radio Mirchi-Jabalpur						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio Mirchi-Kohlapur						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
Radio Mirchi-Madurai						
5pm-10pm	145	4	30sec - 8 spots	2	240	3480
7am-11am	145	4	30sec - 8 spots	2	240	3480
Total						6960
Amount Chargeable						6960

Radio Mirchi-Mangalore

5pm-10pm	132	4	30sec - 8 spots	2	240	3168
7am-11am	132	4	30sec - 8 spots	2	240	3168
Total						6336
Amount Chargeable						6336

Radio Mirchi-Nagpur

5pm-10pm	155	4	30sec - 8 spots	2	240	3720
7am-11am	200	4	30sec - 8 spots	2	240	4800
Total						8520
Amount Chargeable						8520

Radio Mirchi-Patna

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

Radio Mirchi-Raipur

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

Radio Mirchi-Rajkot

5pm-10pm	130	4	30sec - 8 spots	2	240	3120
7am-11am	150	4	30sec - 8 spots	2	240	3600
Total						6720
Amount Chargeable						6720

Radio Mirchi-Thiruvananthapuram

5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880

Radio Mirchi-Vijaywada

5pm-10pm	137	4	30sec - 8 spots	2	240	3288
7am-11am	137	4	30sec - 8 spots	2	240	3288
Total						6576

Amount Chargeable						6576
Radio One -Bangalore						
5 pm- 10 pm	400	4	30sec - 8 spots	2	240	9600
7 am- 11 am	450	4	30sec - 8 spots	2	240	10800
Total						20400
Amount Chargeable						20400
Radio One -Delhi						
5 pm- 10 pm	170	4	30sec - 8 spots	2	240	4080
7 am- 11 am	170	4	30sec - 8 spots	2	240	4080
Total						8160
Amount Chargeable						8160
SFM Baroda						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
SFM Bhopal						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
SFM Calicut						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
SFM Kannur						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
SFM Mangalore						
5pm-10pm	132	4	30sec - 8 spots	2	240	3168
7am-11am	132	4	30sec - 8 spots	2	240	3168

Total						6336
Amount Chargeable						6336
SFM Mysore						
5pm-10pm	110	4	30sec - 8 spots	2	240	2640
7am-11am	110	4	30sec - 8 spots	2	240	2640
Total						5280
Amount Chargeable						5280
SFM Rajamundri						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
SFM Rajkot						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
SFM Thrissur						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
SFM Tirupathi						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
SFM Vijaywada						
5pm-10pm	60	4	30sec - 8 spots	2	240	1440
7am-11am	60	4	30sec - 8 spots	2	240	1440
Total						2880
Amount Chargeable						2880
SURYAN FM Chennai						
PRIME (7-10 A 900		8	30sec - 16 spots	2	480	43200

Ms. Sumedha/Smt. Subashree Mahapatra/K. C. Meena,
CO (AV).

7 pm - 8 pm	1730	-	60sec - 1 spots	-	60	10380	
8 pm - 11 pm	2595	-	60sec - 4 spots	-	240	62280	
Total						72660	
Amount Chargeable						72660	
TIMES NOW							1
7 pm - 8 pm	1730	-	60sec - 1 spots	-	60	10380	
8 pm - 11 pm	2163	-	60sec - 4 spots	-	240	51912	
Total						62292	
Amount Chargeable						62292	
AAJTAK							2
7-8 PM	4670	-	60sec - 1 spots	-	60	28020	
8-11 PM	5899	-	60sec - 4 spots	-	240	141576	
Total						169596	
Amount Chargeable						169596	
IBN 7							4
7 pm - 8 pm	2037	-	60sec - 1 spots	-	60	12222	
8 pm - 11 pm	2500	-	60sec - 4 spots	-	240	60000	
Total						72222	
Amount Chargeable						72222	
NDTV India							6
7 pm - 8 pm	1810	-	60sec - 1 spots	-	60	10860	
8 pm - 11 pm	2263	-	60sec - 4 spots	-	240	54312	
Total						65172	
Amount Chargeable						65172	
News 24							6
7 pm - 8 pm	1730	-	60sec - 1 spots	-	60	10380	
8 pm - 11 pm	2163	-	60sec - 4 spots	-	240	51912	
Total						62292	
Amount Chargeable						62292	
SAMAY							8
7 pm - 8 pm	1500	-	60sec - 1 spots	-	60	9000	
8 pm - 11 pm	1500	-	60sec - 4 spots	-	240	36000	
Total						45000	
Amount Chargeable						45000	

STAR NEWS**3**

7 pm - 8 pm	4073	-	60sec - 1 spots	-	60	24438
8 pm - 11 pm	4500	-	60sec - 4 spots	-	240	108000
Total						132438
Amount Chargeable						132438

ZEE NEWS**4**

7-8 pm	1810	-	60sec - 1 spots	-	60	10860
8-11 PM	2489	-	60sec - 4 spots	-	240	59736
Total						70596
Amount Chargeable						70596
Total						1774560
Minus Agency Concession @15 %						266184
Plus Service Tax @10 %						150838
Plus Cess @3 % on Service Tax						4525
Net Amount						1663739

Ms. Sumedha/Smt. Subashree Mahapatra/K. C. Meena,
CO (AV).

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
Phase IV, Soochana Bhavan, CGO Complex, New Delhi 110003

Release Order for gandhi-broadcast
Duration of plan 02/10/2008 to 02/10/2008

Channel	Time Band	Rate	Spot Per Day	Spot Duration	No. of Days	Total Secondage	Amount	Remark
Aamar FM- Kolkatta								
	11 am - 5 pm	200	-	30sec - 4 spots	-	120	2400	
	5 pm- 10 pm	350	-	30sec - 2 spots	-	60	2100	
	7 am- 11 am	350	-	30sec - 2 spots	-	60	2100	
	Total						6600	
	Amount Chargeable						6600	
Big 92.7 FM - Bangalore								
	11 am - 5 pm	290	-	30sec - 4 spots	-	120	3480	
	5 pm- 10 pm	440	-	30sec - 2 spots	-	60	2640	
	7 am- 11 am	440	-	30sec - 2 spots	-	60	2640	
	Total						8760	
	Amount Chargeable						8760	
Big 92.7 FM - Hyderabad								
	11 am - 5 pm	150	-	30sec - 4 spots	-	120	1800	
	5 pm- 10 pm	280	-	30sec - 2 spots	-	60	1680	
	7 am- 11 am	280	-	30sec - 2 spots	-	60	1680	
	Total						5160	
	Amount Chargeable						5160	
Big 92.7 FM - Jalandhar								
	11 am - 5 pm	80	-	30sec - 4 spots	-	120	960	
	5 pm- 10 pm	100	-	30sec - 2 spots	-	60	600	
	7 am- 11 am	100	-	30sec - 2 spots	-	60	600	
	Total						2160	
	Amount Chargeable						2160	
Big 92.7 FM - Jammu								
	11 am - 5 pm	80	-	30sec - 4 spots	-	120	960	
	5 pm- 10 pm	100	-	30sec - 2 spots	-	60	600	
	7 am- 11 am	100	-	30sec - 2 spots	-	60	600	
	Total						2160	
	Amount Chargeable						2160	
Big 92.7 FM - Srinagar								
	11 am - 5 pm	70	-	30sec - 4 spots	-	120	840	
	5 pm- 10 pm	90	-	30sec - 2 spots	-	60	540	
	7 am- 11 am	90	-	30sec - 2 spots	-	60	540	
	Total						1920	
	Amount Chargeable						1920	
My FM - Chandigarh								
	11 am - 5 pm	50	-	30sec - 4 spots	-	120	600	
	5 pm- 10 pm	80	-	30sec - 2 spots	-	60	480	
	7 am- 11 am	80	-	30sec - 2 spots	-	60	480	

Total						1560
Amount Chargeable						1560
My FM - Jalandhar						
11 am - 5 pm	80	-	30sec - 4 spots	-	120	960
5 pm- 10 pm	100	-	30sec - 2 spots	-	60	600
7 am- 11 am	100	-	30sec - 2 spots	-	60	600
Total						2160
Amount Chargeable						2160
Power FM- Kolkatta						
11 am - 5 pm	45	-	30sec - 4 spots	-	120	540
5 pm- 10 pm	90	-	30sec - 2 spots	-	60	540
7 am- 11 am	90	-	30sec - 2 spots	-	60	540
Total						1620
Amount Chargeable						1620
RADIO MIRCHI , AHMEDABAD						
11 AM-5 PM	500	-	30sec - 4 spots	-	120	6000
5 PM-10 PM	600	-	30sec - 4 spots	-	120	7200
Total						13200
Amount Chargeable						13200
RADIO MIRCHI , CHENNAI						
11 AM-5 PM	600	-	30sec - 4 spots	-	120	7200
5 PM-10 PM	700	-	30sec - 4 spots	-	120	8400
Total						15600
Amount Chargeable						15600
RADIO MIRCHI , DELHI						
11 AM-5 PM	786	-	30sec - 4 spots	-	120	9432
5 PM-10 PM	1200	-	30sec - 4 spots	-	120	14400
Total						23832
Amount Chargeable						23832
RADIO MIRCHI , INDORE						
11 AM-5 PM	250	-	30sec - 4 spots	-	120	3000
5 PM-10 PM	300	-	30sec - 4 spots	-	120	3600
Total						6600
Amount Chargeable						6600
RADIO MIRCHI , KOLKATA						
11 AM-5 PM	450	-	30sec - 4 spots	-	120	5400
5 PM-10 PM	600	-	30sec - 4 spots	-	120	7200
Total						12600
Amount Chargeable						12600
RADIO MIRCHI , MUMBAI						
11 AM-5 PM	600	-	30sec - 4 spots	-	120	7200
5 PM-10 PM	800	-	30sec - 4 spots	-	120	9600
Total						16800
Amount Chargeable						16800
RADIO MIRCHI , PUNE						
11 AM-5 PM	500	-	30sec - 4 spots	-	120	6000
5 PM-10 PM	600	-	30sec - 4 spots	-	120	7200
Total						13200
Amount Chargeable						13200

RADIO ONE FM-MUMBAI						
7-11 AM & 6-10 PM	100	-	30sec - 8 spots	-	240	2400
Total						2400
Amount Chargeable						2400
RED FM, DELHI						
11 AM-5 PM	300	-	30sec - 4 spots	-	120	3600
5-10 PM	450	-	30sec - 2 spots	-	60	2700
7 AM-11 AM	450	-	30sec - 2 spots	-	60	2700
Total						9000
Amount Chargeable						9000
RED FM, KOLKATA						
11 AM-5 PM	300	-	30sec - 4 spots	-	120	3600
5-10 PM	450	-	30sec - 2 spots	-	60	2700
7 AM-11 AM	450	-	30sec - 2 spots	-	60	2700
Total						9000
Amount Chargeable						9000
RED FM, MUMBAI						
11 AM-5 PM	300	-	30sec - 4 spots	-	120	3600
5-10 PM	450	-	30sec - 2 spots	-	60	2700
7 AM-11 AM	450	-	30sec - 2 spots	-	60	2700
Total						9000
Amount Chargeable						9000
Radio City Lucknow						
11 AM-5 PM	300	-	30sec - 4 spots	-	120	3600

5-10 PM	400	-	30sec - 2 spots	-	60	2400
7-11 AM	400	-	30sec - 2 spots	-	60	2400
Total						8400
Amount Chargeable						8400
Radio City - Jaipur						
11 am - 5 pm	150	-	30sec - 4 spots	-	120	1800
5 pm- 10 pm	200	-	30sec - 2 spots	-	60	1200
7 am- 11 am	200	-	30sec - 2 spots	-	60	1200
Total						4200
Amount Chargeable						4200
Radio City Bangalore						
11 AM-5 PM	450	-	30sec - 4 spots	-	120	5400
5-10 PM	650	-	30sec - 2 spots	-	60	3900
7-11 AM	750	-	30sec - 2 spots	-	60	4500
Total						13800
Amount Chargeable						13800
Radio City Delhi						
11 AM-5 PM	450	-	30sec - 8 spots	-	240	10800
5-10 PM	650	-	30sec - 4 spots	-	120	7800
7-11 AM	750	-	30sec - 4 spots	-	120	9000
Total						27600
Amount Chargeable						27600
Radio City Mumbai						
11 AM-5 PM	400	-	30sec - 4 spots	-	120	4800
5-10 PM	650	-	30sec - 2 spots	-	60	3900
7-11 AM	750	-	30sec - 2 spots	-	60	4500
Total						13200
Amount Chargeable						13200
Radio One -Bangalore						
11 am - 5 pm	300	-	30sec - 4 spots	-	120	3600
5 pm- 10 pm	400	-	30sec - 2 spots	-	60	2400
7 am- 11 am	450	-	30sec - 2 spots	-	60	2700
Total						8700
Amount Chargeable						8700
Radio One -Delhi						
11 am - 5 pm	110	-	30sec - 4 spots	-	120	1320
5 pm- 10 pm	170	-	30sec - 2 spots	-	60	1020
7 am- 11 am	170	-	30sec - 2 spots	-	60	1020
Total						3360
Amount Chargeable						3360
SURYAN FM Chennai						
PRIME (7-10 AM & 5-9 PM)	900	-	30sec - 8 spots	-	240	21600
Total						21600
Amount Chargeable						21600
Suryan FM Coimbatore						
Prime (7-10 AM & 5-9 PM)	600	-	30sec - 8 spots	-	240	14400
Total						14400
Amount Chargeable						14400
Suryan FM Tirunelveli						

Prime (7-10 AM & 5-9 PM)	350	-	30sec - 8 spots	-	240	8400
Total						8400
Amount Chargeable						8400
Visakha FM (Suryan)						
Prime (7-10 AM & 5-9 PM)	400	-	30sec - 8 spots	-	240	9600
Total						9600
Amount Chargeable						9600
Total						296592
Minus Agency Concession @15 %						44489
Plus Service Tax @12 %						30252
Plus Cess @3 % on Service Tax						908
Net Amount						283263

Ms. Sumedha/Smt. Subashree Mahapatra/K. C. Meena,
CO (AV).

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
Phase IV, Sookhana Bhavan, CGO Complex, New Delhi 110003

Release Order for Broadcast of spot on Gandhi Jayanti
Duration of plan 01/10/2007 to 02/10/2007

Channel	Time Band	Rate	Spot Per Day	Spot Duration	No. of Days	Total Secondage	Amount	Remark	Rating of Channel as per TAM
AIR-FM (ALL 12 RAINBOW + 4 GOLD)									
	CATEGORY - 1	5000	-	40sec - 4 spots	-	160	80000		
	Total						80000		
	Amount Chargeable						80000		
AIR-FM GOLD, DELHI									
	CATEGORY - 1	325	-	40sec - 4 spots	-	160	5200		
	CATEGORY - 2	200	-	40sec - 4 spots	-	160	3200		
	Total						8400		
	Amount Chargeable						8400		
RADIO MIRCHI, AHMEDABAD									
	11 AM-5 PM	500	-	40sec - 4 spots	-	160	8000		
	7 AM-11 AM	600	-	40sec - 4 spots	-	160	9600		
	Total						17600		
	Amount Chargeable						17600		
RADIO MIRCHI, CHENNAI									
	5 PM-10 PM	700	-	40sec - 4 spots	-	160	11200		
	Total						11200		
	Amount Chargeable						11200		
RADIO MIRCHI, DELHI									
	11 AM-5 PM	786	-	40sec - 4 spots	-	160	12576		
	5 PM-10 PM	1200	-	40sec - 4 spots	-	160	19200		
	7 AM-11 AM	1200	-	40sec - 4 spots	-	160	19200		
	Total						50976		
	Amount Chargeable						50976		
RADIO MIRCHI, INDORE									
	5 PM-10 PM	300	-	40sec - 4 spots	-	160	4800		
	7 AM-11 AM	300	-	40sec - 4 spots	-	160	4800		
	Total						9600		
	Amount Chargeable						9600		
RADIO MIRCHI, KOLKATA									
	11 AM-5 PM	450	-	40sec - 4 spots	-	160	7200		
	Total						7200		
	Amount Chargeable						7200		
RADIO MIRCHI, MUMBAI									
	11 AM-5 PM	600	-	40sec - 4 spots	-	160	9600		
	5 PM-10 PM	800	-	40sec - 4 spots	-	160	12800		
	Total						22400		
	Amount Chargeable						22400		
RADIO MIRCHI, PUNE									
	11 AM-5 PM	500	-	40sec - 4 spots	-	160	8000		
	5 PM-10 PM	600	-	40sec - 4 spots	-	160	9600		
	Total						17600		
	Amount Chargeable						17600		
RADIO ONE FM-MUMBAI									
	12	12	-	40sec - 6 spots	-	240	288		
	7-11 AM & 6-10 PM	100	-	40sec - 6 spots	-	240	2400		
	Total						2688		
	Amount Chargeable						2688		
RED FM, DELHI									
	11 AM-5 PM	300	-	40sec - 4 spots	-	160	4800		
	5-10 PM	450	-	40sec - 4 spots	-	160	7200		
	7 AM-11 AM	450	-	40sec - 4 spots	-	160	7200		
	Total						19200		

Amount Chargeable						19200
RED FM, KOLKATA						
11 AM-5 PM	300	-	40sec - 4 spots	-	160	4800
5-10 PM	450	-	40sec - 4 spots	-	160	7200
Total						12000
Amount Chargeable						12000
RED FM, MUMBAI						
5-10 PM	450	-	40sec - 4 spots	-	160	7200
7 AM-11 AM	450	-	40sec - 4 spots	-	160	7200
Total						14400
Amount Chargeable						14400
Radio City Lucknow						
11 AM-5 PM	300	-	40sec - 4 spots	-	160	4800
5-10 PM	400	-	40sec - 4 spots	-	160	6400
Total						11200
Amount Chargeable						11200
Radio City Bangalore						
5-10 PM	650	-	40sec - 4 spots	-	160	10400
7-11 AM	750	-	40sec - 4 spots	-	160	12000
Total						22400
Amount Chargeable						22400
Radio City Delhi						
11 AM-5 PM	450	-	40sec - 4 spots	-	160	7200
5-10 PM	650	-	40sec - 4 spots	-	160	10400
7-11 AM	750	-	40sec - 4 spots	-	160	12000
Total						29600
Amount Chargeable						29600
Radio City Mumbai						
11 AM-5 PM	400	-	40sec - 4 spots	-	160	6400
5-10 PM	650	-	40sec - 4 spots	-	160	10400
Total						16800
Amount Chargeable						16800
Total						353264
Minus Agency Concession @15 %						52990
Plus Service Tax @12 %						36033
Plus Cess @3 % on Service Tax						1081
Net Amount						337388

D. Meena,
CO (AV).

GOVERNMENT OF INDIA
 MINISTRY OF INFORMATION AND BROADCASTING
 DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
 Phase IV, Sookhana Bhavan, CGO Complex, New Delhi 110003
 Release Order for S.C. Bose - Telecast of spot - Min. of I&B
 Duration of plan 22/01/2008 to 23/01/2008

Channel	Time Band	Rate	Spot Per Day	Spot Duration	no. of Day	Second	Amount	Remark	Channel as per TAM
DD-NEWS									-
	PRIME TIME (DD PRODUCED PROG.)	5000	-	40sec - 10 spots	-	400	200000		
	Total						200000		
	Amount Chargeable						200000		
DDK, KOLKATA									-
	REGIONAL NEWS (IN-BETWEEN)	19500	-	40sec - 8 spots	-	320	624000		
	Total						624000		
	Amount Chargeable						624000		
S1									-
	7-11 PM	100	-	40sec - 8 spots	-	320	3200		
	Total						3200		
	Amount Chargeable						3200		
TOTAL TELEFILMS PVT. LTD.									-
	7-11 PM	335	-	40sec - 6 spots	-	240	8040		
	Total						8040		
	Amount Chargeable						8040		
AKASH BANGLA									3
	7-11 PM (RODP)	1000	-	40sec - 6 spots	-	240	24000		
	Total						24000		
	Amount Chargeable						24000		
ETV (BANGLA)									2
	6-11 PM	7500	-	40sec - 8 spots	-	320	240000		
	Total						240000		
	Amount Chargeable						240000		
ZEE BANGLA									1
	RUBY	4907	-	40sec - 8 spots	-	320	157024		
	Total						157024		
	Amount Chargeable						157024		
KOLKATA TV									3
	7-11 PM	175	-	40sec - 8 spots	-	320	5600		
	Total						5600		
	Amount Chargeable						5600		
STAR ANANDA									1
	6-11 PM	800	-	40sec - 8 spots	-	320	25600		
	Total						25600		
	Amount Chargeable						25600		
CNN/IBN									1
	7-11 PM	2603	-	40sec - 6 spots	-	240	62472		
	Total						62472		
	Amount Chargeable						62472		
NDTV 24X7									1
	7-11 PM	3500	-	40sec - 6 spots	-	240	84000		
	Total						84000		
	Amount Chargeable						84000		
TIMES NOW									1
	7-11 PM	2603	-	40sec - 8 spots	-	320	83296		
	Total						83296		
	Amount Chargeable						83296		
AAJTAK									1
	6-9 PM	6400	-	40sec - 4 spots	-	160	102400		
	Total						102400		
	Amount Chargeable						102400		
IBN 7									4
	7-11 PM	1363	-	40sec - 8 spots	-	320	43616		
	Total						43616		
	Amount Chargeable						43616		
SAMAY									7
	7-11 PM (RASHTRIYA)	600	-	40sec - 8 spots	-	320	19200		
	Total						19200		

Amount Chargeable					19200		
STAR NEWS							3
7-11 PM	2900	-	40sec - 8 spots	-	320	92800	
Total						92800	
Amount Chargeable						92800	
ZEE NEWS							4
7-11 PM	2000	-	40sec - 8 spots	-	320	64000	
Total						64000	
Amount Chargeable						64000	
ETV (ORIYA)							2
6-11 PM	3500	-	40sec - 8 spots	-	320	112000	
Total						112000	
Amount Chargeable						112000	
Total						1951248	
Minus Agency Concession @15 %						292687	
Plus Service Tax @12 %						199027	
Plus Cess @3 % on Service Tax						5971	
Net Amount						1863559	

Ms. Sumedha/Smt. Subashree Mahapatra/K. C. Meena,
CO (AV).

5-10 PM	450	-	30sec - 6 spots	-	180	8100
7 AM-11 AM	450	-	30sec - 6 spots	-	180	8100
Total						16200
Amount Chargeable						16200
RED FM, KOLKATA						
5-10 PM	450	-	30sec - 6 spots	-	180	8100
7 AM-11 AM	450	-	30sec - 6 spots	-	180	8100
Total						16200
Amount Chargeable						16200
RED FM, MUMBAI						
5-10 PM	450	-	30sec - 6 spots	-	180	8100
7 AM-11 AM	450	-	30sec - 6 spots	-	180	8100
Total						16200
Amount Chargeable						16200
Radio City Lucknow						
5-10 PM	400	-	30sec - 6 spots	-	180	7200
7-11 AM	400	-	30sec - 6 spots	-	180	7200
Total						14400
Amount Chargeable						14400
Radio City Delhi						
5-10 PM	650	-	30sec - 8 spots	-	240	15600
7-11 AM	750	-	30sec - 6 spots	-	180	13500
Total						29100
Amount Chargeable						29100
Radio City Mumbai						
5-10 PM	650	-	30sec - 8 spots	-	240	15600
7-11 AM	750	-	30sec - 6 spots	-	180	13500
Total						29100
Amount Chargeable						29100
Suryan FM Coimbatore						
Prime (7-10 AM & 5-9 PM)	600	-	30sec - 6 spots	-	180	10800
Total						10800
Amount Chargeable						10800
Visakha FM (Suryan)						
Prime (7-10 AM & 5-9 PM)	400	-	30sec - 6 spots	-	180	7200
Total						7200
Amount Chargeable						7200
Total						372600
Minus Agency Concession @15 %						55890
Plus Service Tax @12 %						38005
Plus Cess @3 % on Service Tax						1140
Net Amount						355855

Ms. Sumedha/Smt. Subashree Mahapatra/K. C. Meena,
CO (AV).

	6 PM-12 NIGHT	2400	-	40sec - 4 spots	-	160	38400	
	Total						38400	
	Amount Chargeable						38400	
CNN/IBN								1
	7-10 AM	1665	-	40sec - 6 spots	-	240	39960	
	Total						39960	
	Amount Chargeable						39960	
NDTV 24X7								1
	7-10 AM	1000	-	40sec - 4 spots	-	160	16000	
	Total						16000	
	Amount Chargeable						16000	
TIMES NOW								1
	7-11 PM	2603	-	40sec - 6 spots	-	240	62472	
	Total						62472	
	Amount Chargeable						62472	
ETV GUJARATI								1
	6 AM-12 NOON	500	-	40sec - 4 spots	-	160	8000	
	Total						8000	
	Amount Chargeable						8000	
ZEE GUJARATI								2
	RUBY	261	-	40sec - 4 spots	-	160	4176	
	Total						4176	
	Amount Chargeable						4176	
SET MAX								1
	EVENING MAX (5-9 P 3200		-	40sec - 4 spots	-	160	51200	
	Total						51200	
	Amount Chargeable						51200	
STAR GOLD								3
	8 PM - 12 Night (M-S 2596		-	40sec - 4 spots	-	160	41536	
	Total						41536	
	Amount Chargeable						41536	
Zee Cinema								1
	8.30 PM Movie (M-Sa 4620		-	40sec - 6 spots	-	240	110880	
	Total						110880	
	Amount Chargeable						110880	
SAB TV								5
	7-11PM	1820	-	40sec - 4 spots	-	160	29120	
	Total						29120	
	Amount Chargeable						29120	
STAR ONE								7
	7-11 PM	10000	-	40sec - 4 spots	-	160	160000	
	Total						160000	
	Amount Chargeable						160000	
AAJTAK								1
	6-9 PM	6400	-	40sec - 4 spots	-	160	102400	
	Total						102400	

IBN 7	Amount Chargeable						102400		4
	7-10 AM	833	-	40sec - 4 spots	-	160	13328		
	Total						13328		
LOKSABHA TV	Amount Chargeable						13328		13
	7-10 AM	800	-	40sec - 4 spots	-	160	12800		
	Total						12800		
Live India	Amount Chargeable						12800		7
	7 - 11 PM	200	-	40sec - 4 spots	-	160	3200		
	Total						3200		
SAMAY	Amount Chargeable						3200		7
	7-10 AM (RASHTRIYA 400		-	40sec - 6 spots	-	240	9600		
	Total						9600		
STAR NEWS	Amount Chargeable						9600		3
	7-11 PM	2900	-	40sec - 4 spots	-	160	46400		
	Total						46400		
ZEE NEWS	Amount Chargeable						46400		4
	7-11 PM	2000	-	40sec - 6 spots	-	240	48000		
	Total						48000		
ETV (KANNADA)	Amount Chargeable						48000		2
	6-11 PM	8500	-	40sec - 4 spots	-	160	136000		
	Total						136000		
CARTOON NETWORK	Amount Chargeable						136000		1
	12 NOON-8.30 PM	3791	-	40sec - 4 spots	-	160	60656		
	Total						60656		
DISNEY	Amount Chargeable						60656		5
	3-9 PM	450	-	40sec - 6 spots	-	240	10800		
	Total						10800		
POGO	Amount Chargeable						10800		2
	12 NOON-8.30 PM	1553	-	40sec - 4 spots	-	160	24848		
	Total						24848		
ASIANET	Amount Chargeable						24848		1
	BRONZE	2000	-	40sec - 4 spots	-	160	32000		
	Total						32000		
ETV (MARATHI)	Amount Chargeable						32000		2

	6-11 PM	5500	-	40sec - 4 spots	-	160	88000	
	Total						88000	
	Amount Chargeable						88000	
ZEE MARATHI								1
	RUBY	5880	-	40sec - 6 spots	-	240	141120	
	Total						141120	
	Amount Chargeable						141120	
NATIONAL GEOGRAPHIC CHANNEL								2
	7 PM-12 NIGHT	800	-	40sec - 4 spots	-	160	12800	
	Total						12800	
	Amount Chargeable						12800	
NE TV (NORTH EAST TELEVISION)								1
	6-11 PM	500	-	40sec - 6 spots	-	240	12000	
	Total						12000	
	Amount Chargeable						12000	
ETC PUNJABI								2
	ALL TIME BAND	450	-	40sec - 6 spots	-	240	10800	
	Total						10800	
	Amount Chargeable						10800	
ETV (RAJ)								1
	6 AM-12NOON	750	-	40sec - 6 spots	-	240	18000	
	Total						18000	
	Amount Chargeable						18000	
RAJ TV								9
	7-11 PM	600	-	40sec - 6 spots	-	240	14400	
	Total						14400	
	Amount Chargeable						14400	
MAA TV								3
	7-11 PM	1250	-	40sec - 4 spots	-	160	20000	
	Total						20000	
	Amount Chargeable						20000	
ZEE TELUGU								4
	7-11 PM	490	-	40sec - 4 spots	-	160	7840	
	Total						7840	
	Amount Chargeable						7840	
ETV (UP)								1
	6 AM-12NOON	750	-	40sec - 4 spots	-	160	12000	
	Total						12000	
	Amount Chargeable						12000	
SAHARA SAMAY (UP)								1
	7-11 PM (UP)	450	-	40sec - 6 spots	-	240	10800	
	Total						10800	
	Amount Chargeable						10800	
ETV (URDU)								1
	6-11 PM	750	-	40sec - 4 spots	-	160	12000	
	Total						12000	

Amount Chargeable	12000
Total	1644744
Minus Agency Concession @15 %	246712
Plus Service Tax @12 %	167764
Plus Cess @3 % on Service Tax	5033
Net Amount	1570829

Ms. Sumedha/Smt. Subashree Mahapatra/K. C. Meena,
CO (AV).

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
Phase IV, Soochana Bhavan, CGO Complex, New Delhi 110003

Release Order for broaadcast of martrrys day spot
Duration of plan 30/01/2008 to 31/01/2008

Channel	Time Band	Rate	Spot Per Day	Spot Duration	No. of Days	Total Secondage	Amount	Remark	Rating of Channel as per TAM
AIR-FM GOLD (4 METROS)									
	CATEGORY - 1	900	-	40sec - 4 spots	-	160	14400		
	Total						14400		
	Amount Chargeable						14400		
AIR-PRIMARY CHANNEL-GROUP III									
	CATEGORY - 1	300	-	40sec - 4 spots	-	160	4800		
	Total						4800		
	Amount Chargeable						4800		
RADIO MIRCHI, AHMEDABAD									
	5 PM-10 PM	600	-	40sec - 4 spots	-	160	9600		
	7 AM-11 AM	600	-	40sec - 4 spots	-	160	9600		
	Total						19200		
	Amount Chargeable						19200		
RADIO MIRCHI, CHENNAI									
	5 PM-10 PM	700	-	40sec - 6 spots	-	240	16800		
	7 AM-11 AM	700	-	40sec - 6 spots	-	240	16800		
	Total						33600		
	Amount Chargeable						33600		
RADIO MIRCHI, DELHI									
	5 PM-10 PM	1200	-	40sec - 6 spots	-	240	28800		
	7 AM-11 AM	1200	-	40sec - 6 spots	-	240	28800		
	Total						57600		
	Amount Chargeable						57600		
RADIO MIRCHI, INDORE									

5 PM-10 PM	300	-	40sec - 4 spots	-	160	4800
7 AM-11 AM	300	-	40sec - 4 spots	-	160	4800
Total						9600
Amount Chargeable						9600
RADIO MIRCHI, KOLKATA						
5 PM-10 PM	600	-	40sec - 4 spots	-	160	9600
7 AM-11 AM	600	-	40sec - 4 spots	-	160	9600
Total						19200
Amount Chargeable						19200
RADIO MIRCHI, MUMBAI						
5 PM-10 PM	800	-	40sec - 6 spots	-	240	19200
7 AM-11 AM	800	-	40sec - 6 spots	-	240	19200
Total						38400
Amount Chargeable						38400
RADIO MIRCHI, PUNE						
5 PM-10 PM	600	-	40sec - 4 spots	-	160	9600
7 AM-11 AM	600	-	40sec - 4 spots	-	160	9600
Total						19200
Amount Chargeable						19200
RADIO ONE FM-MUMBAI						
7-11 AM & 6-10 PM	100	-	40sec - 10 spots	-	400	4000
Total						4000
Amount Chargeable						4000
RED FM, DELHI						
5-10 PM	450	-	40sec - 6 spots	-	240	10800
7 AM-11 AM	450	-	40sec - 6 spots	-	240	10800
Total						21600
Amount Chargeable						21600
RED FM, KOLKATA						
5-10 PM	450	-	40sec - 4 spots	-	160	7200
7 AM-11 AM	450	-	40sec - 4 spots	-	160	7200
Total						14400
Amount Chargeable						14400
RED FM, MUMBAI						
5-10 PM	450	-	40sec - 6 spots	-	240	10800
7 AM-11 AM	450	-	40sec - 4 spots	-	160	7200
Total						18000
Amount Chargeable						18000
Radio City Lucknow						
5-10 PM	400	-	40sec - 6 spots	-	240	9600
7-11 AM	400	-	40sec - 4 spots	-	160	6400
Total						16000
Amount Chargeable						16000
Radio City Delhi						
5-10 PM	650	-	40sec - 6 spots	-	240	15600
7-11 AM	750	-	40sec - 4 spots	-	160	12000

Total						27600
Amount Chargeable						27600
Radio City Mumbai						
5-10 PM	650	-	40sec - 6 spots	-	240	15600
7-11 AM	750	-	40sec - 6 spots	-	240	18000
Total						33600
Amount Chargeable						33600
Suryan FM Coimbatore						
Prime (7-10 AM & 5-9 PM)	600	-	40sec - 4 spots	-	160	9600
Total						9600
Amount Chargeable						9600
Visakha FM (Suryan)						
Prime (7-10 AM & 5-9 PM)	400	-	40sec - 4 spots	-	160	6400
Total						6400
Amount Chargeable						6400
Total						367200
Minus Agency Concession @15 %						55080
Plus Service Tax @12 %						37454
Plus Cess @3 % on Service Tax						1124
Net Amount						350698

Ms. Sumedha/Smt. Subashree Mahapatra/K. C. Meena,
CO (AV).

GOVERNMENT OF INDIA
 MINISTRY OF INFORMATION AND BROADCASTING
 DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
 Phase IV, Soochana Bhavan, CGO Complex, New Delhi 110003
 Release Order for Martyrs Day January-2-2010
 Duration of plan 30/01/2010 to 31/01/2010

Channel	Time Band	Rate	Spot Per Day	Spot Duration	No. of Days	Total Secondage	Amount	Remark	Channel as per TAI
ETV (BANGLA)									
	7pm-8pm	7616	-	35sec - 6 spots	-	210	159936		2
	8pm-11pm	6242	-	35sec - 10 spots	-	350	218470		
	Total						378406		
	Amount Chargeable						378406		
ZEE BANGLA									
	12noon-7pm	2746	-	35sec - 12 spots	-	420	115332		1
	7pm-8pm	10113	-	35sec - 6 spots	-	210	212373		
	Total						327705		
	Amount Chargeable						327705		
Channel Eight									
	12noon-7pm	991	-	35sec - 12 spots	-	420	41622		1
	8pm-11pm	1487	-	35sec - 8 spots	-	280	41636		
	Total						83258		
	Amount Chargeable						83258		
24 Ghanta									
	12noon-7pm	1735	-	35sec - 12 spots	-	420	72870		1
	7am-9am	743	-	35sec - 6 spots	-	210	15603		
	8pm-11pm	2727	-	35sec - 8 spots	-	280	76356		
	Total						164829		
	Amount Chargeable						164829		
RPLUS									
	7am-9am	100	-	35sec - 6 spots	-	210	2100		4
	8pm-11pm	247	-	35sec - 12 spots	-	420	10374		
	Total						12474		
	Amount Chargeable						12474		
STAR ANANDA									
	12noon-7pm	600	-	35sec - 12 spots	-	420	25200		1
	7pm-8pm	1487	-	35sec - 6 spots	-	210	31227		
	8pm-11pm	1983	-	35sec - 8 spots	-	280	55524		
	Total						111951		
	Amount Chargeable						111951		
MAHUAA									
	12noon-7pm	1239	-	35sec - 12 spots	-	420	52038		1
	8pm-11pm	1487	-	35sec - 8 spots	-	280	41636		
	Total						93674		
	Amount Chargeable						93674		
ETV (BIHAR)									
	12noon-7pm	750	-	35sec - 12 spots	-	420	31500		1
	8pm-11pm	750	-	35sec - 10 spots	-	350	26250		
	Total						57750		
	Amount Chargeable						57750		
SAHARA SAMAY (BIHAR)									
	7pm-8pm	400	-	35sec - 6 spots	-	210	8400		1

	8pm-11pm	400	-	35sec - 10 spots	-	350	14000	
	Total						22400	
	Amount Chargeable						22400	
AWAAZ								1
	7am-9am	743	-	35sec - 6 spots	-	210	15603	
	8pm-11pm	1487	-	35sec - 8 spots	-	280	41636	
	9am-12noon	1239	-	35sec - 10 spots	-	350	43365	
	Total						100604	
	Amount Chargeable						100604	
CNBC TV 18								2
	7am-9am	743	-	35sec - 6 spots	-	210	15603	
	8pm-11pm	1239	-	35sec - 8 spots	-	280	34692	
	9am-12noon	1239	-	35sec - 10 spots	-	350	43365	
	Total						93660	
	Amount Chargeable						93660	
NDTV PROFIT								2
	7am-9am	247	-	35sec - 6 spots	-	210	5187	
	8pm-11pm	743	-	35sec - 8 spots	-	280	20804	
	9am-12noon	495	-	35sec - 10 spots	-	350	17325	
	Total						43316	
	Amount Chargeable						43316	
UTVI								5
	7am-9am	100	-	35sec - 6 spots	-	210	2100	
	8pm-11pm	495	-	35sec - 8 spots	-	280	13860	
	9am-12noon	100	-	35sec - 10 spots	-	350	3500	
	Total						19460	
	Amount Chargeable						19460	
ZEE BUSINESS								2
	7am-9am	495	-	35sec - 6 spots	-	210	10395	
	8pm-11pm	743	-	35sec - 8 spots	-	280	20804	
	9am-12noon	743	-	35sec - 10 spots	-	350	26005	
	Total						57204	
	Amount Chargeable						57204	
AXN								1
	7pm-8pm	495	-	35sec - 6 spots	-	210	10395	
	8pm-11pm	1239	-	35sec - 8 spots	-	280	34692	
	Total						45087	
	Amount Chargeable						45087	
HBO								2
	7pm-8pm	1983	-	35sec - 6 spots	-	210	41643	
	8pm-11pm	3470	-	35sec - 8 spots	-	280	97160	
	Total						138803	
	Amount Chargeable						138803	
STAR MOVIE								1
	7pm-8pm	2231	-	35sec - 6 spots	-	210	46851	
	8pm-11pm	3718	-	35sec - 8 spots	-	280	104104	
	Total						150955	
	Amount Chargeable						150955	
CNN/IBN								1
	12noon-7pm	743	-	35sec - 12 spots	-	420	31206	
	7am-9am	743	-	35sec - 6 spots	-	210	15603	
	8pm-11pm	1735	-	35sec - 10 spots	-	350	60725	
	Total						107534	

	Amount Chargeable					107534	
Headlines Today							1
12noon-7pm	495	-	35sec - 12 spots	-	420	20790	
7am-9am	495	-	35sec - 6 spots	-	210	10395	
8pm-11pm	495	-	35sec - 10 spots	-	350	17325	
Total						48510	
	Amount Chargeable					48510	
NDTV 24X7							1
12noon-7pm	743	-	35sec - 12 spots	-	420	31206	
7am-9am	743	-	35sec - 6 spots	-	210	15603	
8pm-11pm	1735	-	35sec - 10 spots	-	350	60725	
Total						107534	
	Amount Chargeable					107534	
News X							5
12noon-7pm	247	-	35sec - 12 spots	-	420	10374	
7am-9am	247	-	35sec - 6 spots	-	210	5187	
8pm-11pm	495	-	35sec - 10 spots	-	350	17325	
Total						32886	
	Amount Chargeable					32886	
TIMES NOW							1
12noon-7pm	991	-	35sec - 12 spots	-	420	41622	
7am-9am	495	-	35sec - 6 spots	-	210	10395	
8pm-11pm	1983	-	35sec - 10 spots	-	350	69405	
Total						121422	
	Amount Chargeable					121422	
ETV GUJARATI							1
12noon-7pm	991	-	35sec - 12 spots	-	420	41622	
8pm-11pm	1487	-	35sec - 8 spots	-	280	41636	
Total						83258	
	Amount Chargeable					83258	
TV 9 (Gujarati)							1
12noon-7pm	495	-	35sec - 12 spots	-	420	20790	
8pm-11pm	495	-	35sec - 8 spots	-	280	13860	
Total						34650	
	Amount Chargeable					34650	
FILMY							6
12noon-7pm	1250	-	35sec - 12 spots	-	420	52500	
8pm-11pm	2250	-	35sec - 8 spots	-	280	63000	
Total						115500	
	Amount Chargeable					115500	
SET MAX							1
12noon-7pm	10000	-	35sec - 12 spots	-	420	420000	
8pm-11pm	19001	-	35sec - 8 spots	-	280	532028	
Total						952028	
	Amount Chargeable					952028	
STAR GOLD							3
12noon-7pm	6003	-	35sec - 12 spots	-	420	252126	
8pm-11pm	6887	-	35sec - 8 spots	-	280	192836	
Total						444962	
	Amount Chargeable					444962	
UTV MOVIES							5
12noon-7pm	1950	-	35sec - 12 spots	-	420	81900	
8pm-11pm	3510	-	35sec - 8 spots	-	280	98280	

7pm-8pm	2975	-	35sec - 6 spots	-	210	62475	
8pm-11pm	3500	-	35sec - 10 spots	-	350	122500	
Total						184975	
Amount Chargeable						184975	
Zee Kannada							3
7pm-8pm	1755	-	35sec - 6 spots	-	210	36855	
8pm-11pm	2633	-	35sec - 10 spots	-	350	92155	
Total						129010	
Amount Chargeable						129010	
TV 9 (Karnataka)							1
12noon-7pm	877	-	35sec - 12 spots	-	420	36834	
7am-9am	1171	-	35sec - 6 spots	-	210	24591	
8pm-11pm	2243	-	35sec - 8 spots	-	280	62804	
Total						124229	
Amount Chargeable						124229	
CARTOON NETWORK							1
12noon-7pm	3745	-	35sec - 12 spots	-	420	157290	
7pm-8pm	6866	-	35sec - 6 spots	-	210	144186	
Total						301476	
Amount Chargeable						301476	
NIKELODEON							3
12noon-7pm	1365	-	35sec - 12 spots	-	420	57330	
7pm-8pm	1755	-	35sec - 6 spots	-	210	36855	
Total						94185	
Amount Chargeable						94185	
POGO							2
12noon-7pm	2535	-	35sec - 12 spots	-	420	106470	
7pm-8pm	3023	-	35sec - 6 spots	-	210	63483	
Total						169953	
Amount Chargeable						169953	
NDTV Goodtimes							2
12noon-7pm	495	-	35sec - 12 spots	-	420	20790	
7pm-8pm	495	-	35sec - 6 spots	-	210	10395	
Total						31185	
Amount Chargeable						31185	
Zoom							1
7pm-8pm	1365	-	35sec - 6 spots	-	210	28665	
8pm-11pm	1170	-	35sec - 10 spots	-	350	40950	
Total						69615	
Amount Chargeable						69615	
ASIANET PLUS							2
7pm-8pm	1983	-	35sec - 6 spots	-	210	41643	
8pm-11pm	2727	-	35sec - 10 spots	-	350	95445	
Total						137088	
Amount Chargeable						137088	
Indiavision News							1
12noon-7pm	495	-	35sec - 12 spots	-	420	20790	
7am-9am	247	-	35sec - 6 spots	-	210	5187	
8pm-11pm	495	-	35sec - 8 spots	-	280	13860	
Total						39837	
Amount Chargeable						39837	
Manorama News							1
12noon-7pm	495	-	35sec - 12 spots	-	420	20790	

7am-9am	100	-	35sec - 6 spots	-	210	2100	
8pm-11pm	495	-	35sec - 8 spots	-	280	13860	
Total						36750	
Amount Chargeable						36750	
ETV (MARATHI)							2
12noon-7pm	2247	-	35sec - 12 spots	-	420	94374	
7pm-8pm	5368	-	35sec - 6 spots	-	210	112728	
Total						207102	
Amount Chargeable						207102	
ZEE MARATHI							1
12noon-7pm	4120	-	35sec - 12 spots	-	420	173040	
7pm-8pm	16480	-	35sec - 6 spots	-	210	346080	
Total						519120	
Amount Chargeable						519120	
Zee Talkies							1
12noon-7pm	2700	-	35sec - 12 spots	-	420	113400	
8pm-11pm	4200	-	35sec - 8 spots	-	280	117600	
Total						231000	
Amount Chargeable						231000	
IBN Lokmat							2
7am-9am	495	-	35sec - 6 spots	-	210	10395	
8pm-11pm	1200	-	35sec - 8 spots	-	280	33600	
Total						43995	
Amount Chargeable						43995	
Star Majha							1
8pm-11pm	600	-	35sec - 8 spots	-	280	16800	
9am-12noon	550	-	35sec - 6 spots	-	210	11550	
Total						28350	
Amount Chargeable						28350	
Zee 24 Taas							2
12noon-7pm	991	-	35sec - 12 spots	-	420	41622	
7am-9am	991	-	35sec - 6 spots	-	210	20811	
8pm-11pm	1735	-	35sec - 8 spots	-	280	48580	
Total						111013	
Amount Chargeable						111013	
DISCOVERY							1
12noon-7pm	1267	-	35sec - 12 spots	-	420	53214	
8pm-11pm	2243	-	35sec - 8 spots	-	280	62804	
Total						116018	
Amount Chargeable						116018	
NATIONAL GEOGRAPHIC CHANNEL							2
12noon-7pm	1487	-	35sec - 12 spots	-	420	62454	
8pm-11pm	2479	-	35sec - 8 spots	-	280	69412	
Total						131866	
Amount Chargeable						131866	
NE TV (NORTH EAST TELEVISION)							1
12noon-7pm	500	-	35sec - 12 spots	-	420	21000	
7pm-8pm	500	-	35sec - 6 spots	-	210	10500	
8pm-11pm	500	-	35sec - 8 spots	-	280	14000	
Total						45500	
Amount Chargeable						45500	
Nepal No. 1							1
12noon-7pm	100	-	35sec - 12 spots	-	420	4200	

7am-9am	100	-	35sec - 6 spots	-	210	2100	
8pm-11pm	100	-	35sec - 8 spots	-	280	2800	
Total						9100	
Amount Chargeable						9100	
News Live							1
12noon-7pm	500	-	35sec - 12 spots	-	420	21000	
7am-9am	500	-	35sec - 6 spots	-	210	10500	
7pm-8pm	500	-	35sec - 6 spots	-	210	10500	
8pm-11pm	500	-	35sec - 8 spots	-	280	14000	
Total						56000	
Amount Chargeable						56000	
ETV (ORIYA)							2
12noon-7pm	100	-	35sec - 12 spots	-	420	4200	
8pm-11pm	1239	-	35sec - 8 spots	-	280	34692	
Total						38892	
Amount Chargeable						38892	
O TV							1
12noon-7pm	743	-	35sec - 12 spots	-	420	31206	
8pm-11pm	1735	-	35sec - 8 spots	-	280	48580	
Total						79786	
Amount Chargeable						79786	
ETC (PUNJABI)							2
12noon-7pm	495	-	35sec - 12 spots	-	420	20790	
8pm-11pm	495	-	35sec - 8 spots	-	280	13860	
Total						34650	
Amount Chargeable						34650	
PTC PUNJABI							1
12noon-7pm	1239	-	35sec - 12 spots	-	420	52038	
8pm-11pm	1239	-	35sec - 8 spots	-	280	34692	
Total						86730	
Amount Chargeable						86730	
MH One							1
12noon-7pm	495	-	35sec - 12 spots	-	420	20790	
8pm-11pm	743	-	35sec - 8 spots	-	280	20804	
Total						41594	
Amount Chargeable						41594	
Chardikla Time TV							1
12noon-7pm	100	-	35sec - 12 spots	-	420	4200	
8pm-11pm	100	-	35sec - 8 spots	-	280	2800	
Total						7000	
Amount Chargeable						7000	
Aastha TV							1
12noon-7pm	1025	-	35sec - 12 spots	-	420	43050	
7am-9am	1955	-	35sec - 6 spots	-	210	41055	
8pm-11pm	1955	-	35sec - 8 spots	-	280	54740	
Total						138845	
Amount Chargeable						138845	
DIVYA							3
12noon-7pm	247	-	35sec - 12 spots	-	420	10374	
7am-9am	495	-	35sec - 6 spots	-	210	10395	
8pm-11pm	247	-	35sec - 8 spots	-	280	6916	
Total						27685	
Amount Chargeable						27685	

SANSKAR								1
12noon-7pm	1239	-	35sec - 8 spots	-	280	34692		
7am-9am	1487	-	35sec - 6 spots	-	210	31227		
8pm-11pm	991	-	35sec - 6 spots	-	210	20811		
Total						86730		
Amount Chargeable						86730		
ZEE JAGRAN								5
7am-9am	100	-	35sec - 6 spots	-	210	2100		
8pm-11pm	100	-	35sec - 8 spots	-	280	2800		
Total						4900		
Amount Chargeable						4900		
RAJ TV								9
12noon-7pm	2231	-	35sec - 12 spots	-	420	93702		
8pm-11pm	1735	-	35sec - 8 spots	-	280	48580		
Total						142282		
Amount Chargeable						142282		
STAR VIJAY								4
12noon-7pm	1560	-	35sec - 12 spots	-	420	65520		
8pm-11pm	4193	-	35sec - 8 spots	-	280	117404		
Total						182924		
Amount Chargeable						182924		
SUN TV								1
12noon-7pm	17400	-	35sec - 12 spots	-	420	730800		
8pm-11pm	27600	-	35sec - 8 spots	-	280	772800		
Total						1503600		
Amount Chargeable						1503600		
Makkal TV								3
7pm-8pm	495	-	35sec - 6 spots	-	210	10395		
8pm-11pm	743	-	35sec - 10 spots	-	350	26005		
Total						36400		
Amount Chargeable						36400		
ETV (TELOGU)								2
7pm-8pm	6367	-	35sec - 6 spots	-	210	133707		
8pm-11pm	7616	-	35sec - 8 spots	-	280	213248		
Total						346955		
Amount Chargeable						346955		
GEMINI TV								1
12noon-7pm	10094	-	35sec - 12 spots	-	420	423948		
8pm-11pm	16507	-	35sec - 8 spots	-	280	462196		
Total						886144		
Amount Chargeable						886144		
KTV								1
12noon-7pm	3500	-	35sec - 12 spots	-	420	147000		
8pm-11pm	6600	-	35sec - 8 spots	-	280	184800		
Total						331800		
Amount Chargeable						331800		
ETV2								3
12noon-7pm	1487	-	35sec - 12 spots	-	420	62454		
7am-9am	1600	-	35sec - 6 spots	-	210	33600		
8pm-11pm	2231	-	35sec - 8 spots	-	280	62468		
Total						158522		
Amount Chargeable						158522		
TV 5 TELUGU NEWS								2

12noon-7pm	1487	-	35sec - 12 spots	-	420	62454	
7am-9am	1487	-	35sec - 6 spots	-	210	31227	
8pm-11pm	1983	-	35sec - 8 spots	-	280	55524	
Total						149205	
Amount Chargeable						149205	
TV 9 (Telugu)							1
7pm-8pm	1560	-	35sec - 6 spots	-	210	32760	
8pm-11pm	1755	-	35sec - 8 spots	-	280	49140	
Total						81900	
Amount Chargeable						81900	
ETV (UP)							1
12noon-7pm	100	-	35sec - 12 spots	-	420	4200	
7pm-8pm	495	-	35sec - 6 spots	-	210	10395	
8pm-11pm	247	-	35sec - 8 spots	-	280	6916	
Total						21511	
Amount Chargeable						21511	
SAHARA SAMAY (UP)							1
7pm-8pm	495	-	35sec - 6 spots	-	210	10395	
8pm-11pm	495	-	35sec - 8 spots	-	280	13860	
Total						24255	
Amount Chargeable						24255	
ETV (URDU)							1
7pm-8pm	495	-	35sec - 6 spots	-	210	10395	
8pm-11pm	495	-	35sec - 12 spots	-	420	20790	
Total						31185	
Amount Chargeable						31185	
Total						21282401	
Minus Agency Concession @15 %						3192360	
Plus Service Tax @10 %						1809004	
Plus Cess @3 % on Service Tax						54270	
Net Amount						19953315	

Ms. Sumedha/Smt. Subashree Mahapatra/K. C. Meena,
CO (AV).