

ANNOUNCEMENT FOR 3rd E-AUCTION
FOR DD DIRECT+ DTH PLATFORM

Subject: Third e-auction for filling up of eight channel slots on DD Direct plus DTH platform on 1st November 2011

The third e-auction for bringing TV channels on Doordarshan DD Direct plus DTH platform is scheduled for 1st November 2011. One channel in November 2011, two channels in December 2011 and five channels in January 2012 are getting vacant. All TV channels interested in getting placed on Doordarshan DTH platform may submit an EMD of Rs 3.21 Crore and a processing fee of Rs 10,000/- in favour of PB, BCI, Doordarshan Commercial service payable at New Delhi. EMD amount of Rs.3.21 Crore will be refunded to all channels who are not successful in the e-auction bidding. The base price for the e-auction will be Rs 3.21 Crore.

The last date for the submission of the application along with the requisite Demand drafts is 5 PM, 31st October 2011. All the applicant channels will be given required training and practice drills before the actual e-auction. Twenty-one days public notice as required by Telecommunication (Cable and Satellite) Interconnection Regulation 2004 as amended, will have to be given before the removal of channels

who are on DD Direct Plus DTH platform and are neither successful in the bidding process nor have participated in the e-auction.

The e-auction will be conducted by M/s NCDEX SPOT, Mumbai on their portal <https://trade.nspot.in>. Online training will be provided to all applicant channels by M/s NCDEX on 31st October 2011. Mock drills will also be conducted on 29th and 31st October, 2011.

Your application letter along with the requisite Demand Drafts and with a copy of the registration, Up-linking and Down-linking permission letters of the Ministry should reach the O/o Director General: Doordarshan, Copernicus Marg, Doordarshan Bhavan, New Delhi-110001, in the facilitation counter or in Room No. 320 to Mr. Man Singh, Section Officer (DTH). Your application may also be send by Speed Post/Courier to Mr. R. Venkateswarlu, ADG (P) at the above address. However, Doordarshan will not be responsible for any Postal delay. Please ensure that the names, contact nos. and e-mail IDs of at least, two authorized officials of your company, who will participate in the e-Auction, is mentioned in the body of your application letter. If you have any further query please contact

1. Mr. R. Venkateswarlu, ADG(P)
011-23382028

Email: rapurirvl@yahoo.co.in

2. Mr. George Kuruvilla, Director (Tech), Prasar Bharati Sectt., at
011-23351337 email: twinlight@sify.com

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