

BY SPEED POST

PRASAR BHARATI
(Broadcasting Corporation of India)
Directorate General: Doordarshan
Doordarshan Bhavan, Copernicus Marg,
New Delhi-110001

F. No. 8(5)2009-10 EI (P) TV

Dt. 21.04.2010

To,

Subject: Providing SMS/IVRS based Interactive Service for Receiving Viewers Response on DD Channels.

Reference: Tender No 8(5)2009-10 EI (P) TV

Sir,

The following amendments in the **Specifications No. SD 2009/003 dt. 13.10.2009** are here by authorized.

- (i) Additional proforma for commercial bid for subscription services is to be included as page 7 of the specifications. (Proforma enclosed)
- (ii) Existing proforma for commercial bid for GSM and CDMA Messages has been modified to include the premium content downloads. The revised proforma is to be replaced by page 5 of the specifications. (Revised Proforma enclosed)
- (iii) The 50,000 subscriptions have been added in the existing evaluation criterion in all the three proforma for commercial bid (Page 5 to 7 of the specifications).
- (iv) Clause 2(f) of the specifications is to be amended as below:

Existing Clause : *The successful bidder will be required to get the allotment of the universal exclusive short code which should be accessible to all CDMA & GSM Mobile phone and land-line phone subscribers all over the country.*

Amended Clause : The successful bidders will be required to provide single universal exclusive short code which should be accessible to all CDMA & GSM Mobile phone and land-line phone subscribers. In case the bidder is unable to

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provide same short code for IVR on BSNL/MTNL, the reason for the same along with relevant document should be provided along with the bid for consideration.

- (v) Clause 5(h) of the specifications is to be amended as below:

Existing Clause : *The monthly revenue generation statement alongwith details of all received SMS and calls program wise & channel wise should be submitted by 5th of following month to Sr. Director (C&S), Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi. The revenue share of Doordarshan should be deposited by the end of the month following the month of activity failing which a penal interest of 14.5% p.a. on the outstanding payment will be levied. The bidder may also be required to provide the program wise details as and when required.*

Amended Clause : The monthly revenue generation statement alongwith details of all received SMS and calls program wise & channel wise should be submitted by 5th of following month to Sr. Director (C&S), Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi. The revenue share of Doordarshan should be deposited by the end of **sixth** month following the month of activity failing which a penal interest of 14.5% p.a. on the outstanding payment will be levied. The bidder may also be required to provide the program wise details as and when required.

The tender opening date for the subject tender has been extended. Now the tender will be opened on 05-05-2010 at 12:00 Hrs. The tender submission time will be upto 11:30 Hrs. on 05-05-2010.

This is however without any commitment whatsoever at this stage.



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Encl. (Page 5 to 7).

PROFORMA FOR COMMERCIAL BID FOR LAND LINE, GSM AND CDMA IVR CALLS

(71) (52)

Sr.No	Telecom operators offering premium IVRS call on short code	Network operators' rate for each premium IVRS calls on short code/ unique code (Amount in Rupees)	Minimum payout to service providers (Amount in Rupees.)	Ratio of " Minimum payout to the service provider" payable to DD per IVR calls, Telecom operator wise for the following total number of IVR calls per month				Amount realized by DD for the 15,00,000 IVR calls per month. (To be calculated by DD)#
				Upto 100000 (A)	100001 to 500000 (B)	500001 to 1000000 (C)	1000001 to 1500000 or more (D)	
1	AIRTEL GSM							
2	HUTCH GSM							
3	IDEA GSM							
4	BPL GSM							
5	SPICE GSM							
6	AIRCEL GSM							
7	RELIANCE GSM							
8	BSNL GSM							
9	MTNL GSM							
10	RELIANCE CDMA							
11	TATA INDICOM CDMA							
12	BSNL LAND LINE							
13	MTNL LAND LINE							
14	AIRTEL LANDLINE							
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Note: The Commercial bid is to be strictly submitted on the above format. Amount against A will be calculated as (minimum payout x percentage ratio offered x 100000). The amount against B, C and D will be calculated in a similar way. The Successful bidder will be decided on the basis of total revenue being offered to DD on 15,00,000 messages, 15,00,000 calls and 50,000 subscription. The total revenue will be calculated based on the above four grading. The ratio offered to DD by the bidder should be net payable to DD and any taxes, levies, and service charges etc., will be borne by the bidder. A copy of this proforma, prices blanked out, should also be submitted with the Technical Bid.

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PROFORMA FOR COMMERCIAL BID FOR GSM, CDMA AND IVR BASED SUBSCRIPTION SERVICES

Telecom operators offering premium Subscription Service	Network operators' rate for each Subscription Service (Amount in Rupees)	Minimum payout to service providers (Amount in Rupees.)	Ratio of " Minimum payout to the service provider"				Amount realized by DD for the 50,000 Subscription per month. (To be calculated by DD)#
			Upto 10000 (A)	10001 to 20000 (B)	20001 to 40000 (C)	Above 40000 (D)	
AIRTEL							
HUTCH							
IDEA							
BPL							
SPICE							
AIRCEL							
RELIANCE							
BSNL							
MTNL							
RELIANCE							
TATA INDICOM							
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Note: The Commercial bid is to be strictly submitted on the above format. Amount against A will be calculated as (minimum payout x percentage ratio offered x 10000). The amount against B, C and D will be calculated in a similar way. The Successful bidder will be decided on the basis of total revenue being offered to DD on 15,00,000 messages, 15,00,000 calls and 50,000 subscriptions. The total revenue will be calculated based on the above four grading. The ratio offered to DD by the bidder should be net payable to DD and any taxes, levies, and service charges etc., will be borne by the bidder. A copy of this proforma, prices blanked out, should also be submitted with the Technical Bid.

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25/2/2010

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