

**PRASAR BHARATI  
(BROADCASTING CORPORATION OF INDIA)  
DIRECTORATE GENERAL: DOORDARSHAN  
NEW DELHI**

**Global tender for worldwide distribution of DD Channels**

Prasar Bharati (**BROADCASTING CORPORATION OF INDIA**), invites sealed bids in two parts, for distribution of its DD News Channel, DD-India Channel, DD Regional Language Channels through Cable TV Network and DTH, Broadband, Internet, Satellite Radio, Multimedia rights etc.

The list of the countries selected for distribution of DD Channels is as under:

USA, Canada, U.K., Egypt, Kenya, Uganda, Zimbabwe, South Africa, Mauritius, Israel, Saudi Arabia, Syria, Turkey, Yemen, Bahrain, Oman, Qatar, UAE, Kuwait, Armenia, Azerbaijan, Kazakhstan, Kirgistan, Tajikistan, Turkmenistan, Ukraine, Uzbekistan, Afghanistan, Pakistan, Nepal, Bhutan, Bangladesh, Sri Lanka, Maldives, Myanmar, Thailand, Hong Kong, Singapore, Malaysia, Indonesia, Philippines, Australia, New Zealand, Fiji Island, Japan, China, South Korea, Taiwan and Seychelles.

The details of channels on offer and terms and conditions can be downloaded from Prasar Bharati website: [www.ddindia.gov.in](http://www.ddindia.gov.in) sub head 'Business'. E-mail enquiries can be made at [ddgddindia@rediffmail.com](mailto:ddgddindia@rediffmail.com) or Tel/Fax + 91 11 23388605.

The last date for submitting duly completed bids alongwith **EMD and processing fee is on or before 08.12.2009 at 1800 hrs to the following address:-**

**DG: Doordarshan  
Doordarshan Bhawan,  
Copernicus Marg,  
New Delhi 110001.**

**PRASAR BHARATI  
(BROADCASTING CORPORATION OF INDIA)  
DIRECTORATE GENERAL: DOORDARSHAN**

**Tender Document**

**Distribution of DD-India Channel, DD-News Channel, Regional Language Channels  
(Doordarshan Channels) Prasar Bharati**

1. Prasar Bharati (Broadcasting Corporation of India) through its constituent Doordarshan runs and operate an exclusive 24 hour Television News Channel, exclusive 24 hour 11 Regional Language Television Channels which are broadcast from its Stations located in the capitals of various States in India. The channels available are as follows:

**Doordarshan Channels**

Malayalam

Bengali

Telugu (Sapthagiri)

Marathi (Sahyadri)

Tamil (Podhigai)

Punjabi

Gujarati

Kannada (Chandana)

Kashmiri (Kashir)

Assamese and North East

Oriya

DD-News

DD-India

2. The programme content of the TV Channels inter-alia comprises of **Entertainment** Serials/Feature Films/ Film based programmes/ Business Shows/Music and Dance/Cookery Shows/ Travelogues/Documentaries/ Children's Programmes/News & Current Affairs/ Developmental Issues etc.

**3. Territories**

Prasar Bharati invites bids for distribution of the aforesaid channels in USA, Canada, U.K., Egypt, Kenya, Uganda, Zimbabwe, South Africa, Mauritius, Israel, Saudi Arabia, Syria, Turkey, Yemen, Bahrain, Oman, Qatar, UAE, Kuwait, Armenia, Azerbaijan, Kazakhstan, Kirgistan, Tajikistan, Turkmenistan, Ukraine, Uzbekistan, Afghanistan, Pakistan, Nepal, Bhutan, Bangladesh, Sri Lanka, Maldives, Myanmar, Thailand, Hong Kong, Singapore, Malaysia, Indonesia, Philippines, Australia, New Zealand, Fiji Island, Japan, China, South Korea, Taiwan and Seychelles through DTH platform(s) and through cable networks excluding Broadband, Internet, Multimedia right etc.

**4. Term**

The agreement for distribution and marketing of the channels shall be for a period of 5 years and may be renewed for a further period of five years on mutually agreed terms.

**5. Successful bidder**

In case of more than one technically qualified bidder, the distribution rights would be awarded to the highest bidder.

**6. Signal Distribution**

(a) Successful bidder will have to exclusively distribute the TV Channel(s) for which his bid is approved. At present signals of Doordarshan channels referred to in clause 1 above are available in MPEG-2, DVB-S format through C-Band transponders of following Satellites in FTA mode:-

Name of Satellite	Location	Name of Channels	Remarks
INSAT- 3A	93.5° E	Malyalam, Bengali, Telugu, Marathi, Tamil, Punjabi, Gujrati, Kannada, Kashmiri, Oriya	
INSAT-4B	93.5° E	DD-News, Assamese, Bengali	
IS-10(PAS-10)	68.5° E	DD-India, DD-News	As on date IS-10 services are available only till 05.09.2010 & will extend further.

The successful bidder shall make its own arrangement, at its own cost for downlinking & transporting the signal from IS -10 (PAS -10), India or wherever it is available to the concerned territory for further distribution. Transmission of the Channels shall be twenty four (24) hours a day, seven days a week, subject to reasons beyond control of Prasar Bhaarati including force majeure as defined herein.

- Disruption due to natural calamity
- Disruption due to urgent or necessary upgradation/repair work

**7. Customer Management Service (CMS)**

The successful bidder will have to establish / provide Customer Management Services including distribution of the channels to the subscribers, billing, collection of payment including distribution of IRDs, Smart Cards, etc. As a part of the CMS, the successful bidder will have to maintain a database of number of subscribers and supply details to Prasar Bharati every quarter.

**8(a). Editing of Programme Content**

The successful bidder will have to transmit the channel in full without any editing or change. However he shall have the right to insert commercials. The signals may be subjected to store and forward facility for introduction of appropriate delays to match with the local time. The successful bidder may create, edit, reproduce and exhibit promotional segments or clips of programming with intimation to Prasar Bharati.

- (b) The successful bidder shall ensure that the Doordarshan logo is displayed and appears at all times and is not blanked out from the transmission.

**9. Electronic Programme Guide (EPG)**

The successful bidder will have to prepare EPGs from the Fixed Point Chart (FPC) provided by Prasar Bharati and load them on appropriate platforms in the relevant territory and also make arrangements for the conditional access system necessary in that territory at his own cost.

**10. Revenue from Local Advertisements**

The successful bidder shall have the right to raise and retain proceeds from commercials inserted by him.

**11. Performance Bank Guarantee**

The successful bidder will submit a performance Bank Guarantee from a scheduled Indian bank equivalent to 10% of the contract amount within four weeks of the execution of the agreement failing which the EMD shall stand forfeited. The performance Bank Guarantee shall be kept alive throughout the agreement period.

**12. Payment Schedule**

The consideration amount shall be payable in 10 installments. The first installment shall be paid at the time of the signing of the agreement; the second installment on or before nine months after the signing of the agreement and the subsequent installments shall be paid in advance on or before the start of each six months period. Any delay in payment shall attract interest @ 15% per annum from the due date till paid. However this shall be without prejudice to the right of Prasar Bharati to terminate the agreement on account of delay in payment or non payment and to encash the performance guarantee.

13. All payments due to Prasar Bharati from the successful bidder shall be made without deduction of any taxes or charges of any nature whatsoever, which if applicable, will be borne and paid only by the successful bidder. All duties, levies, taxes shall be borne and payable by the Bidder only. It is specifically stated that service tax shall be payable separately by Bidder.
14. The successful bidder shall start distribution of the channels within six months of the signing of the agreement on DTH platform/Cable Network failing which the EMD shall be forfeited.
15. The successful bidder will at his cost take necessary insurance coverage as required by applicable law, rules, and regulations in respect of the service in the territory. Documents in respect of such insurance coverage will be furnished to Prasar Bharati.
16. **The copyright over the contents shall vest with Prasar Bharati and there is no right, license or assignment of such right other than right to distribute the aforesaid TV Channel.**
17. **It shall be the duty of the Bidder to adhere to local laws of the land.**
18. Any party may terminate the agreement by a written notice in the event of any breach on the part of the other party (party in breach) which remains un-remedied for a period of 45 days after service of a written notice
19. The bids shall be made on the basis of ‘Two bid system’ and shall comprise of a ‘Technical bid’ and a ‘Commercial bid’ which should be put in separate sealed covers with appropriate headings and the two covers should be put together in another sealed cover. The ‘Technical bid’ should contain the EMD and all other technical details without mentioning the offered consideration. The ‘Commercial bid’ should contain the consideration offered and all other commercial details of the offer. Any bid not bearing signatures of the Authorized Signatory of the bidder on all the documents accompanying the bid will be rejected.
20. Separate bids shall be submitted for each territory and each channel. Bids can be made by individuals, proprietorship concerns, partnerships, companies etc. Any person/entity can also make multiple bids.

Each bid shall be accompanied by:

- (a) A Non-refundable processing fee of **US\$ 250 (US \$ Two Hundred & Fifty Only)** to be paid through a crossed bank draft drawn in favour of **PBBCI, Directorate General, Doordarshan, New Delhi** and payable at any bank in New Delhi.
- (b) An Earnest Money Deposit per territory and per channel through a crossed bank draft drawn in favour of **PBBCI, Directorate General, Doordarshan, New Delhi** and payable at any bank in New Delhi. The EMD for the territories shall be as under:-

**For Doordarshan Channels**

USA:	\$ 40,000
UK:	\$ 25,000
Canada:	\$ 15,000
South Africa	\$ 10,000
Mauritius	\$ 10,000
Israel	\$ 10,000
Oman	\$ 10,000
Qatar	\$ 10,000
UAE	\$ 10,000
Kuwait	\$ 10,000
Thailand	\$ 10,000
Hong Kong	\$ 10,000
Singapore	\$ 10,000
Malaysia	\$ 10,000
Indonesia	\$ 10,000
Philippines	\$ 10,000
Australia	\$ 10,000

For other  
Countries \$ 5,000

- (c) Audited Accounts of the bidder clearly indicating its turnover for the past three years, and particulars of its Directors/partners/proprietors and also indicating if any other person in the same Company/Firm/Group/Management is also submitting separate bids for the same purpose.

- 21. The technical bids will be opened **on 11.12.2009 (Friday) at 1600 hrs. IST** at Doordarshan Bhawan, Copernicus Marg, New Delhi-110001, in the presence of the bidders or their authorized representatives. The date of opening of financial bids of the short listed bidders will be intimated later.

22. The EMD shall be returned to the unsuccessful bidders within six months, from the date of opening of the bid. In case of successful bid, the deposit will be adjusted against second installment.
23. The successful bidder shall confirm his acceptance within 10 days of the issue of the letter awarding the bid and shall enter into an agreement with Prasar Bharati within 30 days of the issue of award letter failing which the Earnest Money Deposit (EMD) shall be forfeited and the next highest bidder will be awarded the contract.
24. Doordarshan reserves the right to accept any bid in full or part or not to accept any or all the bids without assigning any reason whatsoever.

### **Jurisdiction**

Courts in Delhi (India) shall alone have the jurisdiction to decide any dispute that may arise out of this tender process.

### **Governing Laws**

Parties shall be governed by law of India.

### **Arbitration**

In case of dispute and differences arising from this agreement or any matter connected therewith or touching the same shall be referred to a Sole Arbitrator to be appointed by the Chief Executive Officer of Prasar Bharati. The Sole Arbitrator shall be a retired Judge of the Supreme Court of India or any High Court. The Arbitration proceedings shall be governed by the provisions of the Arbitration and Conciliation Act, 1996 as amended from time to time. Both parties shall contribute equally towards the fee of the arbitrator. The venue of Arbitration shall be Delhi.

**PRASAR BHARATI  
(BROADCASTING CORPORATION OF INDIA)  
DIRECTOR GENERAL: DOORDARSHAN**

**Last Date of Receipt  
of Tender by Doordarshan:  
(before 1800 hrs. IST )** **08.12.2009  
Tuesday**

**Date of Opening of Tender:  
(at 1600 hrs. IST)** **11.12.2009  
Friday**

**ANNEXURE-1**

**TENDER FORM FOR DISTRIBUTION OF TELEVISION NEWS CHANNEL,  
DD-INDIA CHANNEL, REGIONAL CHANNELS (DOORDARSHAN CHANNELS)**

1. Name of Bidder :
2. Address of Bidder :  
(Registered/Head Office)
3. Telephone No. :  
Fax No :  
E-mail :
4. Processing fee : DD No.
5. Earnest Money Deposit (EMD) : DD No.
6. Territory/ Channel for which applied-----



## **BUSINESS PLAN**

7. Separate bids shall be submitted for each territory and each channel. A consolidated bid for two or more channels/territories shall be treated as invalid. The bidder can quote for any or all of the following channels giving channel-wise and territory-wise financial offer for each year for a period of 5 years:-

### **DOORDARSHAN CHANNELS**

<b>S. No.</b>	<b>Channel</b>	<b>Language</b>	<b>AMOUNT</b>
1.	DD-India		
2.	DD-News		
3.	DD4	Malayalam	
4.	DD5	Tamil (Podhigai)	
5.	DD6	Oriya	
6.	DD7	Bengali	
7.	DD8	Telugu (Sapthagiri)	
8.	DD9	Kannada (Chandana)	
9.	DD10	Marathi (Sahyadri)	
10.	DD11	Gujarati	
11.	DD12	Kashmiri (Kashir)	
12.	DD13	Assamese & North East	
13.	DD18	Punjabi	

Remarks, if any \_\_\_\_\_

**8. The offer should be made in the following format separately for each territory:**

**Doordarshan Channels for \_\_\_\_\_.**

Language Channel		Malay -alam	Tamil (Podh -igai)	Oriya	Bengali	Telugu (Sapth agiri)	Kannad (Chana -dana)	Marathi (Sahy adri)	Gujrati	Kashmiri	Assamese & North East	Punjabi	DD-India	DD-News
Rate in US\$ yearly														
1 <sup>st</sup> Year	In words													
	In figures													
2 <sup>nd</sup> Year	In words													
	In figures													
3 <sup>rd</sup> Year	In words													
	In figures													
4 <sup>th</sup> Year	In words													
	In figures													
5 <sup>th</sup> Year	In words													
	In figures													
TOTAL	In words													
	In figures													

**9. Financial data of the Bidder**

Turn over during last  
Three years in US\$

2008-2009	_____
2007-2008	_____
2006-2007	_____

**10. Names of members of the Board of Directors:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**11. Any previous experience with the Doordarshan. :**

**13. Whether distributing signal of any other Indian Satellite Channel, if yes please specify:**

**14. Nature of the organization:**

- Government
- Government Supported/ Public sector
- Private Sector
- Any other

**15. Any other information, the applicant would like to furnish:**

Signature of the Applicant \_\_\_\_\_  
(Authorized signatory with seal)

Name of the Bidder \_\_\_\_\_

Status in the Company \_\_\_\_\_

Date -----