

प्रसार भारती  
PRASAR BHARATI  
(Broadcasting Corporation of India)



सत्यमेव जयते

दूरदर्शन महानिदेशालय  
Directorate General Doordarshan

संदर्भ सं०/Ref. No. 111/1999-2000.5

दिनांक/Dated 15.11.99

M/s. Filmedia,  
G-55, Preet Vihar,  
Delhi-110092.

Sir,

We are glad to schedule your sponsored serial "AAINA" for telecast on National Network of Doordarshan w.e.f. 16.11.1999 from 1420 to 1430 hours (Tuesdays) for 26 episodes on the following terms & conditions. The time slot being allotted is purely provisional and Doordarshan would have the unfettered right to make any change in the scheduled day and time of telecast without any prior notice to the producer. However, whenever such a change is effected, it shall be announced by Doordarshan at the originally scheduled time of telecast.

- (a) The credit titled should be in Hindi and English;
- (b) All your episodes must start with the caption DOORDARSHAN PRESENTS OR "A DOORDARSHAN PRESENTATION" and the credits of the producer should find a place at the end of the programme in the shape of creative creditlines. Each programme should start with channel identity followed by programme identity: identity of the production company may be only in the end as a part of general credits. No special caption of the production company may be given, either in the beginning or at the end of the programme. In case logo of a production company is required to be used it should only be a plain logo for a duration not exceeding 3 to 4 seconds which should be got approved from Doordarshan before its inclusion. No form of animated logo should be used. There should be no credits for marketing team of the production company or of the marketing company/agency.

दूरदर्शन भवन, कोपरनिकस मार्ग, नई दिल्ली-110001.

Doordarshan Bhavan, Copernicus Marg, New Delhi-110001.

दूरभाष/Telephone : 3382081-85, 3382094-95, 3382097 to 99 फैक्स/Fax : 3386507

तार का पता Telegraphic Address टी. वी. जनरल/T.V. General

- (c) Credits should be restricted only to the creative team as under:

Producer	Sound Recordist
Director	Make-up Artist
Technical Director	Video recording
Production Assistant	Floor-incharge
Video Editor	Music Director
Cameraman	Choreography
Art Director/Stage Designer	Assistance in Production
Costume Designer	Production Controller
Lighting Attendant	Lyricist etc.

- (d) Credit captions of equipment supplier, make-up and dress material supplier, accommodation, transport etc. must be avoided even in any form of acknowledgment.
- (e) The total duration of the credits should not exceed 20 seconds for both half and one hour duration episodes:
- (f) The production quality from both the technical and aesthetic points of view should be of the required standards of Doordarshan and should conform to Doordarshan telecast code. The telecast tapes should be in Betacam SP format only and not in U-matic High Band.
- (g) The commercial Cue-sheet must always accompany the telecast tapes and only those advertisements which have already been approved by Doordarshan Commercial Service should be incorporated in the admissible FCT. Kindly also note that all credit lines in the programme are within the limits of FCTs and in no case, they should form a part of the programme. Names of the Agencies sponsoring the prizes would also be counted in the FCT.
- (h) A kitty of atleast 4 episodes may be maintained with Doordarshan and for this, a regular periodicity of supply of these tapes may kindly be adhered to.
- (i) The Promos of the forthcoming episodes may kindly be supplied on U-matic tapes for a duration not exceeding 30 seconds on fortnightly basis to bring out the fresh capsules of promos on every 1st and 16th of the month. you may kindly supply the promos to us by 25th and 10th of the month for the respective fortnight. Also kindly send us the photographs of the forthcoming episodes to arrange publicity.

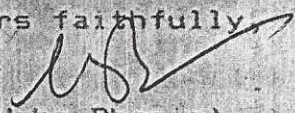
- (j) The duration of the programme should not be less than 22 mts. at any rate for a 30 mts. slot and not less than 45 mts, for a 60 mts. slot. No recapitulation is permitted for episodes of half an hour duration. In serials with episodes of one hour duration the recap should not exceed one minute.
- (k) Once a serial begins its telecast, the producer or its agency will not unilaterally stop supply of tapes for telecast purpose for whatever reasons, Producer/agency will have to deposit sponsor/telecast fee of the ongoing episodes at his own risk and costs failing which Doordarshan reserves the right to impose penalty upto the tune of telecast/sponsor fee of remaining episodes.
- (l) Doordarshan shall have the absolute right to terminate the Agreement without assigning any reasons whatsoever by giving 15 days notice in writing to the other party. The same option would be available to the Producer also.
- (m) You will not offer the programme to any other individual or organisation for telecast simultaneously when the programme is aired on Doordarshan.
- (n) The change of Director, Writer, Casts, Technical Crew etc. as indicated in your proposal will not be allowed.

The commercial terms are given as under :-

1. Telecast fee	-	Rs.12,500/-
2. FCT	-	75 seconds
3. Spot Buy Rate	-	20,000/- per 10 secs.
Banking	-	As per rate card.

For further details, kindly get in touch with the Controller of Sales, Doordarshan, New Delhi. Also, kindly deposit the telecast tapes with Preview Team of Doordarshan Kendra, Delhi (at Vigyan Bhavan Annexe), at least 48 hours before the scheduled date of telecast.

Yours faithfully,

  
(Usha Bhasin)  
Controller of Programmes