

REQUEST FOR PROPOSAL

for

**Sale of 3 p.m. to 4 p.m. slot of DD National Channel of Doordarshan
under Swiss Challenge Method**

Issued by:

Prasar Bharati

Directorate General, Doordarshan,
Doordarshan Bhawan, Copernicus Marg,

New Delhi -110 001

www.ddindia.gov.in

IMPORTANT INFORMATION

Sr. No.	Description	Target Information
1.	Reference No. of RFP	
2.	Date of issue of RFP document— uploaded on the Website	09.06.2016
3.	Pre-bid Meeting	20.06.2016 at 3 PM
4.	Venue of Pre-Bid Meeting	Doordarshan Bhawan, Copernicus Marg, New Delhi
5.	Last date & Time for submission of Qualification Bids	30.06.2016 upto 1400 Hrs
6.	Date & Time for Opening of Bids	30.06.2016 at 1600 Hrs
7.	Opening of financial bids	To be notified later
8.	Processing Fee (Non-Refundable)	Rs 25000 by way of crossed Demand Draft/ B.C. payable in the favour of "PBBCI, Director General, Doordarshan, New Delhi" from any scheduled bank
9.	Earnest Money Deposit (EMD)	Rs 2.0 Lakh (Rupees Two Lakh Rupees only) through demand draft/ Banker's cheque drawn in favour of " PB, BCI, DG: DD, New Delhi " on any scheduled commercial bank payable at New Delhi to be enclosed with the technical bid.
10.	Cost of RFP	Rs. 5,000/ (Rupees Five Thousand only)(Non-refundable) through a demand draft/ Banker's Cheque in favour of " PB, BCI, DG:DD, New Delhi " from any scheduled bank, payable at New Delhi
11.	Queries to be sent only by email before 5 PM, 10.6.2016	Mr. BAIJU CHANDRAN, Deputy Director (Programmes) Doordarshan Bhawan, Copernicus Marg, New Delhi-110001 Tele/Fax: 011-23386062, +91 7042259363 Email: slotsaleddnational@gmail.com
12.	Address for Bid Submission	Facilitation Counter, Doordarshan Bhawan (Tower-A), Copernicus Marg, New Delhi-110001
13.	Validity	The bids submitted shall remain valid for a period of 90 days from the date of opening the qualification bid.

PRASAR BHARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
DIRECTORATE GENERAL: DOORDARSHAN,
COPERNICUS MARG, NEW DELHI-110001

F. No: _____

Date: 9.6.2016

**REQUEST FOR PROPOSAL (RFP) FOR SALE OF 3 p.m. to 4 p.m. SLOT
(MONDAY TO SATURDAY) OF DD NATIONAL CHANNEL THROUGH THE
SWISS CHALLENGE METHOD**

1. INTRODUCTION: Doordarshan has received a proposal from a Media Company (hereinafter referred to as ENTITY) for purchase of one hour slot on DD National channel from 3 PM to 4 PM (Monday to Saturday) for a period of two years. The slot is for Children's Programming for the age group of 4 to 14 years. In order to ensure fairness, transparency and competition, Doordarshan invites proposals from other interested bidders for the same slot under Swiss Challenge Method.

1.1 Important Features of the Proposal:

- a) Slot Time Band: 3 PM – 4 PM
- b) Primary Audience: 4 – 14 years age group kids
- c) Secondary Audience: Female 22 + Age group
- d) Duration of the Contract: Two (2) years
- e) Slot Allocation Days per week: From Monday to Saturday
- f) Time Band branding: Suitable Branding for Children's Hour"

1.2 Commercial Terms :

Sr. No.	Description	Offer
1.	Bidder gets Inventory Time to monetize	5 minutes in an Hour
2.	DD monetizes balance Inventory	5 minutes in an Hour
3.	DD to run free Promos on its network to promote the Slot – 1st Six Months	20 Promos a Day
4.	DD to run free Promos on its network to promote the Slot – After the first six months	10 Promos a Day

1.3 General:

Doordarshan (hereinafter referred to as "DD") invites "Qualification & Financial Bids" from the interested & eligible bidders under Swiss Challenge Method This document provides information to enable the bidders to understand the broad requirements to submit their Bids under Swiss challenge Method. The detailed scope of work is provided in Para 5 of this RFP document.

(i) Interested Bidders are expected to submit the "Qualification and Financial bids" as per instructions in Para 10 of RFP. The sealed proposals may be submitted at the given address on or before the last date of submission of bids.

(ii) Interested Bidders are advised to study this RFP document carefully before submitting their bids in response to the bid invitation. Submission of a bid in response to this invitation shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

(iii) DD reserves the right to reject any or all the bids in whole or part without assigning any reasons.

2. ABOUT 3 P.M.TO 4 P.M. SLOT OF DD NATIONAL CHANNEL:

(i) DD National (DD1) is the flagship channel of Doordarshan. It is a must carry channel and is available on all DTH and cable networks including analogue and digital networks across the country. It offers healthy mix of entertainment, information and education.

(ii) The time band of 3pm to 4pm is nested on DD National from Monday to Saturday every week. The service is only available on C&S mode and is also available on highly popular DD Free Dish platform.

3. The SWISS CHALLENGE APPROACH:

(i) In the event of receipt of a bid higher than that offered by the ENTITY, the ENTITY is given the opportunity to match the higher bid.

(ii) In case the ENTITY does not match the highest bid, the bidder with the highest bid is awarded the contract.

4. **SCOPE OF WORK:**

- (i) Successful bidder will utilize the slot of 3 to 4 PM on DD National channel for Children's Programming. Bidders may give details about the programming format and content.
- (ii) This slot will be made available for Monday to Saturday every week for a period of two years from the date of signing the contract.
- (iii) Successful bidder will provide programme for age group of 4 to 14 years adhering to programming/broadcast codes.
- (iv) Out of the available Free Commercial Time (FCT) for a one hour slot, successful bidder will be offered 300 seconds (5 Minutes) of FCT to be fully monetized by it. The remaining FCT will be utilized/monetized by Doordarshan in the manner it deems appropriate. DD may utilize its FCT both inside and outside the programme.
- (v) Doordarshan will carry successful bidder's promos of up to 30 seconds duration on DD National and other DD channels as per the following:
 - a) 20 Promos a day for the first six months of the agreement on Doordarshan network.
 - b) 10 Promos a day for the remaining period of the contract on Doordarshan network.
- (vi) The Marketing and promotion of the programme on all platforms will be done by the successful bidder at its own cost.
- (vii) The programme must be provided in XDCAM SD MPEG 4:2:2(Blue Ray)/Hard Disk or any other format prescribed by Doordarshan. **Alternately, successful bidder may also provide content through FTP link to be provided fully at the expense of the bidder and to be terminated in DD premises.**
- (viii) Successful Bidder will have to ensure the delivery of telecast material without commercials one week in advance for preview and technical clearance by Doordarshan. The delivery of final telecast copy in Blue Ray/ Hard disk with commercials along with one copy without commercials at least three days prior to the date of telecast of programme. The telecast copy must be provided with dope sheet containing all details and duration of programmes and commercials.
- (ix) Successful Bidder may also purchase additional spots or commercial time from Doordarshan, depending on availability, on such terms and conditions as may be prescribed from time to time.
- (x) Successful bidder will be required to adhere to the given look and feel of the channel and Doordarshan will provide necessary designs and colour schemes and other properties wherever necessary. It will be the responsibility of the successful bidder to obtain all necessary packaging

material before submitting its programme to avoid delay and inconvenience. Doordarshan may also ask the successful bidder to carry graphics of upcoming programmes and super text including "COMING UP" time check etc.

(xi) All programmes will be previewed by DD before telecast. No Programme will go on air without the approval of Doordarshan

(xii) The title montage should not be more than 30 seconds in duration. Only programme title, episode titles (if any) may be included at the beginning of the programme. The name of the bidder will appear after end credits only. End credits should not be more than 30 seconds in duration.

(xiii) Only Doordarshan logo will be carried during the telecast of the programme. However, the successful bidder may be allowed to carry a lower super of their programme title and/or brand logo.

5. ELIGIBILITY CRITERIA:

The following is the Eligibility Criteria which should be supported with necessary documentation.

a. The bidder should be a television media company registered under Companies Act 1956/2013 and should be in existence at least for the last 3 financial years.

b. The bidder must have licensed content of at least 200 hours of programming in the Kids (4-14 years) genre in its library and in the event of being selected should be able to provide it to DD with full IPR for broadcast in the territory of India on all platforms including cable, DTH and digital. (Requisite documents to be submitted in the bid.) It should have a turnover of at least Rs. 5 crores per annum in each of the last 3 financial years from media business.

c. The bidder should not be a defaulter of Doordarshan at the time of submission of the bid. Further, bidder should not have been blacklisted by Central Govt/State Govt./ PSU.

[For the above purpose, any bidder which owes money to Doordarshan and/or with whom any suit/arbitration is pending for recovery of outstanding dues shall be treated to be a defaulter.]

d. Consortium will not be allowed in any form.

6. AWARD OF CONTRACT:

- i. Under the Swiss Challenge Method, the bidders will have to better the offer of the ENTITY. Therefore, the bidders must offer more than Rs. 2.00 Cr for the first year and more than Rs. 2.75 Cr for the second year. In case a higher bid is received, an offer will be made to the ENTITY to match the higher bid. If the ENTITY matches the higher bid, the Contract will be awarded to the
- ii. ENTITY. In case the ENTITY does not match the higher bid, the contract will be awarded to the highest bidder.
- iii. The successful bidder will be required to submit a Performance Bank Guarantee of Rs. 25 Lakhs from any nationalized bank in favour of PBBCI, Doordarshan Commercial Service, New Delhi valid for 30 months.
- iv. An agreement will be signed between Doordarshan and the successful bidder within 2 weeks of issue of Letter of Award (LoA).
- v. The successful bidder will enter into an Agreement with Doordarshan for the assigned slot of the DD National channel for the period of two years in accordance to terms and conditions detailed in this document.
- vi. The Agreement will include a clause indemnifying Doordarshan against any claim with regard to copyright of the work used in a particular programme and covered under the Copyright Act 1957.
- vii. The Agreement will incorporate a clause indicating that the successful bidder will ensure that its programmes and advertisements are approved by Doordarshan in advance and that they conform to all applicable Indian laws, including the Programme and Advertising Codes of Doordarshan, Broadcast and Cable Television Networks (Regulation) Act and the Rules made there under.

7. PAYMENT TERMS AND CONDITIONS:

- i. The successful bidder will be required to make advance payment to Doordarshan quarterly on pro rata basis. The pro rata quarterly payment will be made ten days in advance before the start of each quarter.
- ii. Delayed payment will attract penal interest at the rate of 14.5% per annum and may invite premature termination of the contract and encashing of PBG.

8. DOCUMENTS REQUIRED FOR QUALIFICATION BID AND FINANCIAL BID:

- i. A Letter of intent from the bidder on its letter head as per Annexure-A-1, citing its intent to buy 3-4 pm slot of DD National channel under Swiss Challenge approach.
- ii. Self-certified photocopies of registration of the bidder, Income Tax Returns of last three financial years, Sales Tax/Service Tax Registration no. and Memorandum & Articles of Association.
- iii. Verifiable Documentary proof of IPRs of kids based programmes (Agreements, Contracts etc.) available with the bidder including details of these programmes like year of production, year of telecast, channel of telecast, average ratings of each programme/series and total duration of the programmes as applicable.
- iv. A Compliance statement agreeing to all terms and conditions as laid down in this document duly signed by the authorized signatory, along with the resolution to the effect of authorization from the Board of the Company/Prescribed Authority under Companies Act.
- v. Certificate on company's letter head for not being blacklisted by any center government or state government department /public sector unit
- vi. RFP document fee (non-refundable) of an amount of Rs. 5000/- by way of Crossed Demand Draft /B.C. payable in the favour of PBBCI, Director General Doordarshan, New Delhi" from any scheduled bank.
- vii. Processing Fee (Non-Refundable) of an amount of Rs. 25000/- by way of Crossed Demand Draft payable in the favour of PBBCI, Director General Doordarshan, New Delhi" from any scheduled bank. The RFP document fee and Processing Fee can be clubbed and one Draft / B.C of Rs 30000 can be submitted.
- viii. An **Earnest Money Deposit (EMD) of Rs. 2 lakhs (Rupees Two lakhs only)** is required to be submitted along with the Bids by Crossed Bank Draft /Banker'Cheque payable in favour of "**PB, BCI, Director General, Doordarshan, New Delhi**" from any scheduled bank, payable at New Delhi. EMD deposited by the unsuccessful bidders will be refunded. EMDs of the Successful Bidder will be refunded after signing of the agreement and submission of Performance Bank Guarantee (PBG).
- ix. All necessary verifiable documentary proof to establish its eligibility as detailed above in this document.

9. BID SUBMISSION PROCEDURE:

- a) All the above documents, Letter of Intent and separate demand drafts of requisite amounts for processing fee and Earnest Money Deposit (EMD) should be submitted in a sealed envelope super scribed with

- “Qualification Bid for the Sale of 3-4 PM Slot (Monday-Saturday) of DD National Channel through Swiss Challenge Method vide Ref No.....”**. The name and address of the bidder must be mentioned at the bottom left side of the envelope. All the documents submitted must be serially numbered, indexed and authenticated by the authorized signatory.
- b) The bidder must submit Financial Bid in separate sealed envelope as per ANNEXURE-A-2. The financial bid envelope must be super scribed with **“Financial Bid for the Sale of 3-4 PM Slot (Monday-Saturday) of DD National Channel through Swiss Challenge Method vide Ref No.....”** The bidder must also mention its name and address on the left bottom side of the envelope.
 - c) Overwriting in the Financial Bid will be a ground for disqualification.
 - d) Both the separately sealed qualification and financial bids must be further placed in a single sealed envelope which must be super scribed **“Qualification and Financial Bids for the Sale of 3-4 p.m. Slot (Monday- Saturday) of DD National Channel through Swiss challenge method vide Ref No.....”**. The name and address of the Bidder must be mentioned at the bottom left side of this envelope.
 - e) The bids shall be unconditional, firm and valid for at least **90** calendar days from the date of submission of the bids.
 - f) An application shall be considered complete only if it has been made strictly in accordance with the manner indicated in the RFP, failing which it is liable to be summarily rejected. Doordarshan will not enter into any correspondence whatsoever on the proposal once it is rejected and returned.
 - g) All pages of the Bid documents along with supporting documents shall be signed by the authorized person.
 - h) The bids submitted by Fax/E-mail etc. shall not be considered. No correspondence will be entertained on this matter. Doordarshan shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject shall be entertained.
 - i) Non-compliance with the RFP terms & conditions will lead to rejection of the bid.
 - j) For interpretation of any clause of this RFP, the decision of DD would be final and binding on the bidder.
 - k) Doordarshan reserves the right to reject any or all bids (s) without assigning any reasons.
 - l) Last date & place of submission of bids:

- i. Bids complete in all respects may be submitted to the "*Facilitation Counter, Doordarshan Bhawan, Copernicus Marg, New Delhi -110001*" latest by last date of submission given in the table titled as "**Important Information**" at page 4 of this RFP document. Bids received after due date & time shall not be considered. Bids submitted through Post or through Courier Service must reach on or before the due date and time. Any transit delay will be at the risk of the bidder.
- ii. Doordarshan may at its discretion, extend the deadline for submission of bids.

10. EVALUATION AND SELECTION PROCEDURE:

I. Opening Of Qualification Bid:

- a) The qualification bids shall be opened in the presence of the bidders or their authorized representatives on the appropriate date. The bidder's representative/s who is present shall sign an attendance sheet. Letters of authorization shall be submitted by the bidders before they are allowed to participate in bid opening. (A Format is given in Annexure-A-)
- b) A maximum of two representatives for any bidder shall be permitted to attend the bid opening.
- c) The Bidder's names, modifications, bid withdrawals and such other details, as considered appropriate by the authority, will be announced at the time of opening of bids.
- d) If the date fixed for opening of bids is declared a holiday by the authority, the revised date of opening will be the next working day.

II. Evaluation:

- a) The bids will first be evaluated on the basis of the eligibility criteria. The decision of Evaluation Committee in that regard would be final.
- b) Qualified Bidders, after due scrutiny of all the received bids will be shortlisted for the financial bidding, as per evaluation and selection procedures.

III. Opening of Financial Bids:

- a) On scheduled date, financial bids of all the qualified bidders shall be opened in the presence of the bidders or their authorized representatives
- b) If the highest bid received is also higher than the original offer of ENTITY, the ENTITY will be given the option to match the offer. In case the ENTITY matches the offer, the ENTITY will be awarded the contract. In case ENTITY does not match the highest bid, the contract will be awarded to the highest bidder.
- c) Bid of the Successful Bidder will be regarded as the Slot Fee.

IV. Clarification Of Bids:

To assist in the examination, evaluation and comparison of bids, Doordarshan, may at its discretion ask any bidder for any clarification of its bid. The request for the clarification by Doordarshan and the responses to be submitted by bidders shall be in writing or through email. However, no unsolicited post bid clarification at the initiative of the bidder shall be entertained.

11. COMMENCEMENT OF DELIVERABLES:

- i. The Successful Bidder will be required to commence deliveries within one month from the date of issue of Letter of Award (LoA).
- ii. Violations of the Programme Code & Advertising Code will result in premature termination of the contract.
- iii. Doordarshan will have unfettered right to effect a change in the schedule, without any notice in case of emergency/ extraordinary happenings including national mourning, telecast of programme of national or international importance like address to the nation by the President or the Prime Minister, Sporting Events covered under the Sports Broadcasting Signals(Mandatory Sharing with Prasar Bharati) Act, 2007 or in cases of force majeure or reasons whatsoever beyond the reasonable control of Doordarshan. Efforts will be made by Doordarshan to intimate the resultant changes in the schedule in advance to the extent feasible.
 - a) The Successful Bidder will be compensated in the form of extension of number of days lost due to such exigency as explained above. They will not be entitled for any other compensation.
 - b) The successful bidder will not be required to pay telecast fee of slots in case of non-telecast of programmes as explained above.
- iv. The Successful Bidder will not be permitted under any circumstance to assign or sub-contract its duties, responsibilities, rights, liabilities and obligations
- v. If so required, the Successful Bidder may have to edit/delete the sequences from the programme/episode as suggested by Doordarshan

12. INSTRUCTIONS TO BIDDERS:

- a) **Pre-bid Meeting:** A pre-bid meeting will be held at Doordarshan Bhawan, Phase-I, Copernicus Marg, New Delhi-110001 on the date mentioned in the table titled "**Important Information**" to clarify concerns of prospective bidders in respect of scope of work and any other clauses of the RFP document. Any change in the date of the pre-bid meeting will be notified on website www.ddindia.gov.in Bidders willing to participate in the

pre-bid meeting must send their full contact details and queries in writing or through email at least three days before the date of the pre-bid meeting. However, Prasar Bharati reserves the right not to answer any particular query or to answer in the way it deems appropriate.

b) **Completeness of response:**

The response to this RFP shall be full and complete in all respects. Failure to furnish all information required by the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the Bidder's risk and may result in rejection of its proposal.

c) All communications/documents submitted with the bid including a copy of this RFP and the bid documents will be signed on each page by the authorized representative of the bidder. The signature on each page of the copy the RFP document means that the bidder complies with all paras of the RFP. Non compliance, if any, should be clearly mentioned and highlighted.

d) **Amendment to the RFP Document:**

At any time, prior to the date of submission of bids, Doordarshan may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify this RFP.

The amendments shall be notified on the Doordarshan website www.ddindia.gov.in and these amendments will be binding on all bidders.

In order to provide the prospective bidders a reasonable time to take the amendment into account in preparing their bids, Doordarshan may, at its discretion, extend the deadline for the submission of bids suitably.

13. EARNEST MONEY DEPOSIT:

- i. No interest will be payable to the Bidder on the amount of the EMD.
- ii. Proposals not accompanied by EMD shall be considered as non-responsive and summarily rejected.
- iii. The EMD of unsuccessful bidders would be returned to them at the earliest after expiry of the final bid validity and latest within one month of the signing of the contract with successful bidder.
- iv. **THE EMD MAY BE FORFEITED:**
If a Bidder withdraws his bid or decreases his quoted prices during the period of bid validity or its extended period, if any;

Or

If the successful bidder fails to submit the Performance Bank Guarantee or sign the contract within specified time.

14. CONTRACT PERIOD: TWO YEARS

Successful bidder will enter into contract with Doordarshan for producing/providing the programmes for the 3-4 pm Slot (Monday to Saturday) of the DD National channel for the period of TWO YEARS in accordance to terms and conditions of the contract and pay Doordarshan Slot Fee according to payment terms and conditions of RFP.

15. TERMINATION OF CONTRACT:

- a) Ordinarily, Doordarshan reserves the right to terminate the contract at any time by giving 3 months notice in case of poor content quality, falling viewership ratings and such other reasons thereof.
- b) However, Doordarshan reserves the right to terminate the contract at any point of time, without notice, in case of
- c) non-payment of dues
- d) non-observance of applicable constitutional and legal provisions
- e) inappropriate content
- f) For any or all of the reasons stated above.

16. ARBITRATION :

Any dispute between Prasar Bharati and the successful bidder arising from the agreement executed between them pursuant to this RFP shall be referred to arbitration by a Sole Arbitrator to be appointed by the Director General: Doordarshan in accordance with the Arbitration and Reconciliation Act, 1996 as amended from time to time. The place of arbitration shall be New Delhi. Each party shall bear its own costs and equally share the fees of the Arbitrator, unless the Arbitrator decides otherwise.

17. CONFIDENTIALITY:

Information relating to DD and information submitted by Bidder shall be kept in confidence and all those who have access to such material to treat the same in confidence. DD will not divulge any such information unless it is directed to do so by any statutory ENTITY that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory ENTITY and/ or DD or as may be required by law or in connection with any legal process. Bidder shall similarly treat all information about DD that it gathers in the course of its contractual dealings with DD in confidence.

18. MISCELLANEOUS:

- i. Force Majeure: If at any time, during the continuance of the contract, the performance in whole or in part by either party of any obligation under the contract is prevented or delayed by reasons of any war, hostility, acts of public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, quarantine restrictions, strikes, lockouts or acts of God (hereinafter referred to as "events"), neither party shall, by reason of such event, be entitled to terminate the contract, nor shall either party have any claim for damages against the other in respect of such non-performance or delay, provided the performance and/or delivery is resumed as soon as practicable after such event has come to an end or ceased to exist. The decision of Prasar Bharati as to whether the performance or delivery has so resumed or not, shall be final and conclusive, provided further, that if the performance in whole or in part or any obligation under the contract is prevented or delayed by reason of any such event for a period exceeding 30 days, Prasar Bharati may at its option, terminate the contract without any obligation to compensate the Bidder.
- ii. No Prasar Bharati resources should be used for production of programme.
- iii. No Reimbursement will be made to any bidder for preparation of proposal for 3-4pm slot of DD National channel.

QUALIFICATION BID FOR
(To be submitted in the letterhead of the bidder)

Ref:

Date:

.....

To

Dear Sir/Madam,

Having examined the RFP for Sale of 3-4 PM Slot (Monday to Saturday) of DD National Channel through Swiss Challenge method and after considering the scope and eligibility criteria etc., we the undersigned offer to bid for the 3-4 PM Slot (Monday to Saturday) of DD National Channel as per the terms of the RFP and the following conditions:

1. We undertake, if our Bid is accepted, to commence deliveries within scheduled time frame and to complete delivery of all the services specified in the contract as per schedule calculated from the date of issue of Letter of Award (LoA).
2. If our Bid is accepted, we will submit the Performance Bank Guarantee (PBG) of a Nationalized Bank for an amount mentioned in this document or as directed within seven days of the issue of LoA.
3. We agree to abide by this Bid for a period of 90 days from the date of submission of the bids and it shall remain binding upon us and may be accepted at any time before the expiration of that period.
4. Bids submitted by us is properly sealed and prepared so as to prevent any subsequent alteration and replacement.
5. We agree to abide by the decision of Doordarshan regarding the acceptance of the highest or any bid, it may receive.
6. We have submitted the required processing fee.
7. We have submitted all the required documents and certificates as per RFP.

Dated this day of 2016

Name and Signature -----

In the capacity of -----

Duly authorized to sign the bid for and on behalf of.....

Witness.....

Address.....

Signature.....

ANNEXURE: 2

**LETTER OF AUTHORISATION FOR ATTENDING BID OPENING /PRE-
BID MEETING**

(To be submitted before the bid opening)

To,

Additional Director General (DD National)

Directorate General: Doordarshan,

Doordarshan Bhawan, Tower 'A'

Copernicus Marg,

New Delhi-110001

Subject: Authorization for attending Pre-bid / bid opening on_____(date) in the RFP no ----- datedfor sale of 3-4 PM Slot (Monday to Saturday) of DD National Channel through Swiss Challenge Approach.

Dear Sir,

Following persons are hereby authorized to attend the Pre-bid / bid opening for the RFP mentioned above on behalf of _____ (Bidder) in order of preference given below.

Order of Preference	Name	Specimen Signatures
I		
II		
Alternate Representative		

**Signatures of the bidder
or
of the Authorized
Signatory**

(Note: Maximum of two representatives for any bidder shall be authorized and permitted to attend .)

FINANCIAL/PRICE BID

(To be submitted on the letter head of the Bidder)

Ref:

Date:

To

Dear Sir/Madam,

Having examined the Swiss Challenge Method of this RFP, including the scope and eligibility criteria etc., we offer the best rates for the 3-4 PM slot of DD National channel.

Sr. No.	Description of slot	Price Offered by the Entity (Taxes Extra)		Price Offered Taxes will be extra and will be paid by Bidder (over and above the prices offered by the Entity)	
		Year-1	Year-2	Year-1	Year-2
1.	3.00p.m-4.00p.m. slot of DD National channel (duration 60 minutes) (Available for six days of week viz. Monday, Tuesday, Wednesday, Thursday, Friday Saturday)	2.00 Cr	2.75 Cr		

Note:

We undertake to abide by the decision of Prasar Bharati regarding the allotment of Slot. If our bid is highest and also higher than the original offer of ENTITY, the ENTITY will be given the option to match the offer. In case the ENTITY matches the offer, the ENTITY will be awarded the contract. If we are declared the successful bidder, we will abide by the timelines and conditions specified in the Bid Document.

Place:

(Signature)

Date:

(Name of the Authorized Signatory)
Designation
Contact Details