

Government of Odisha  
Information and Public Relations Department

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File No.: IPR-AVP-MISC-0019-2022 Letter No.: 12083 Date: 14/10/2022

From

Dr. Jyotirmati Samantaray, OIS-I,  
Deputy Director

To

The Chairman -cum-Managing Director,  
M/s- MBC TV  
144/A & 144/1, Mancheswar Industrial Estate,  
Bhubaneswar-751010

Sub: Telecast Rate Regarding.

Ref:- Your Letter dated -24/05/2021.

Madam/Sir,

In inviting a reference to the letter and subject cited above, I am directed to say that Government in I&PR Department has been pleased to fix the telecast rate towards Govt. Advertisements (TVCs) of M/S MBC TV Channel as per DAVP approved rate as detailed below.

Time Band	Rate per 10 Sec
05PM-11PM	420.00
06AM-12NOON	451.00
12NOON-05PM	412.00

Yours faithfully,

*Dm*  
14/10/2022

Deputy Director

Memo No. 12084 /IPR., BBSR, Dated 14/10/2022

Copy forwarded to P.S. to Hon'ble Minister, I&PR / P.S to Principal Secretary to Govt., I & PR/ P.S. to Director, I & PR/Director(Tech) for kind information of Hon'ble Minister, I&PR, Principal Secretary to Govt., Director, I&PR and Director(Tech) respectively.

*Dm*  
14/10/2022  
Deputy Director

Memo No. 12085 /IPR., BBSR, Dated 14/10/2022

Copy forwarded to All Departments for information and necessary action.

*DM*  
14/10/2022  
Deputy Director

Memo No. 12086 /IPR., BBSR, Dated 14/10/2022

Copy forwarded System Analyst (I/c), I&PR Department for information and necessary action.

He is requested to upload the said letter in the Department website.

*DM*  
14/10/2022  
Deputy Director

Memo No. 12087 /IPR., BBSR, Dated 14/10/2022

Copy forwarded to AD(Film)/ AVP Section for information and necessary actions.

*DM*  
14/10/2022  
Deputy Director

System Analyst  
I/c I&PR