

Government of Odisha
Information and Public Relations Department

File No.: IPR-AVP-MISC-0065-2021 Letter No.: 6042 Date: 18/04/2023

From
Dr. Jyotirmati Samantaray, OIS-I,
Deputy Director

To
M/S-Sidharth Broadcasting Pvt. Ltd.,
Plot No-C/1123 , CDA, Sector-06,Bidanasi,Cuttack-14

Sub: Telecast Rate Regarding.

Madam/Sir,

In inviting a reference to the letter and subject cited above, I am directed to inform you that Government in I&PR Department has been pleased to fix the telecast rate towards Govt. Advertisements (TVCs) of M/S Sidharth TV Pvt. Ltd. **per 10 Sec.** as per DAVP approved rate as detailed below.

Sidharth TV (TC0815)	
Time Band	Rate per 10 Sec
10PM-11PM	289
12NOON-7PM	289
7AM-9AM	289
7PM-8PM	289
8PM-10PM	289
9AM-12NOON	289

Yours faithfully,

[Signature]
18/4/2023

Deputy Director

Memo No. 6043 /IPR., BBSR, Dated 18/04/2023

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.

[Signature]
18/4/2023
Deputy Director

Memo No. 6044 /IPR., BBSR, Dated 18/04/2023

Copy forwarded to All Departments for information and necessary action.

[Signature]
18/04/2023
Deputy Director

Memo No. 6045 /IPR., BBSR, Dated 18/04/2023

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.

[Signature]
18/04/2023
Deputy Director

Memo No. 6046 /IPR., BBSR, Dated 18/04/2023

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

[Signature]
18/04/2023
Deputy Director

System Analyst
(I/c)