

Reference No.....

Prasar Bharati
(Broadcasting Corporation of India)
Through the Director of Sales
Central Sales Unit
All India Radio.....

PRASAR BHARATI
(Broadcasting Corporation of India)
Through the Station Director (C)
Commercial Broadcasting Service
All India Radio.....

FOR A.I.R. ONLY

Vividh Bharati
Primary Channel
F.M.
Spot
Sponsored
Sponsorship
(Please tick ✓ in the applicable box/es)

Sir,

The undersigned hereinafter referred to as "Advertiser" hereby requests that Advertisement be broadcast, as set out in Schedule "A" hereunder on the Stations as listed below as per terms of payments in Schedule "A" and on the terms and conditions mentioned in Schedule "B" overleaf.

Stations:.....

Contract commences from:.....

Contract concludes on:.....

SCHEDULE 'A'
DETAILS OF CONTRACT

No. and Type of Broadcast :

VB/PC/FM	Type of Booking (Spot/Sponsored Prog./Sponsorship)	Time/Prog. Category	Duration Hrs/Mts/Secs. (Pl. Specify Secs./Mts.)	Number of Spots/Prog.	Rate per Spot/Programme Rs.	Extra charges for fixed Position Spots and Time Check	Total charge (Rs.)	Timing in case of fixed position Spots and Time Checks	Remarks

Total Cost.....
Less: Incentive/Concession @#.....
Gross Amount.....
Less: Agency Commission @ 15% on Gross Amount.....
Less: Direct Client Concession @ 10% on Gross Amount.....
Net Amount.....
Add: Service Tax @.....%
Education Cess @.....%
(At applicable rate)
TOTAL AMOUNT PAYABLE Rs.....

Rate of Commission/Concession :-	
Accredited Agency Commission	...15%
Registered Agency Commission	...15%
Concession to Govt. Deptts/PSUs	
Booking Directly	.. 15%
Concession on Direct Booking by a Client(including SSI)	..10%

(Rupees.....)
(In words).....

The undersigned agree to pay the above prices in accordance with the following terms of payment :

Terms of payment.....

Product/Service to be advertised.....

Sponsor's name.....

The total cost of broadcasting shown above is based on the present broadcasting rate for commercial Broadcasting Service of All India Radio. You shall be at liberty to revise the said rates and any terms of this Contract on giving sixty days notice to us and we shall be deemed to have agreed to such revised rates and terms and the total cost of broadcasting shall be revised accordingly, unless we intimate to you in writing within thirty days that we are not agreeable to the revised rates and terms in which event the contract would stand terminated as from the date of the expiry of the said period of thirty days.

The acceptance of this offer shall constitute a contract between the under mentioned and the CEO, Prasar Bharati (Broadcasting Corporation of India) on the terms and conditions mentioned here in and in the Schedule 'B' hereto. The said terms and conditions shall form part of the contract. All previous of existing contracts and negotiations in respect of broadcasts for the aforesaid product/service * shall stand cancelled on your acceptance of this offer.

Dated this _____ day of _____ 20____ (1) (Signed) _____
Seal of the Advertiser _____ (Advertiser)

Address :

Seal of Agency _____ (2) (Signed) _____
(If booked through them) _____ +(Agency) AIR Code No.

(Status) : Accredited/registered/Direct*

Address :

ACCEPTED for and on behalf of the prasar Bharati (BCI)

By Shri _____

Signature _____

Dated this _____ days of _____ 20____

Designation : _____

Indicate the nature and percentage of discount/concession

+When the contract is executed by the Agency on behalf of the Advertiser they should furnish a legally valid authority or agreement or the relevant extract from document showing that they are empowered fully to handle matters relating to commercial advertisements, including the signing of the contract.

* Strike out the irrelevant