



Dear Sir/Madam,

Dt:

**Sub: Sakshi TV Tariff for 2018-19**

Today, Sakshi TV is one of the popular Telugu News channel. Now it offers exciting advertising opportunities and possibilities for innovative communication. We have worked out a special offer for your specific need, the details of which are mentioned below:

**Tariff**

Limited Scrolls	:	Rs.5000/- for 10scrolls (In 3 Hrs)
Spot Buy	:	Rs.3000/- for 10sec's
Strips (10sec)	:	Rs.2000/- each
L Bands (10sec)	:	Rs.2500/-each
Unlimited Scrolls (1 Day)	:	Rs.30, 000/- for 1 Day (7am to 11pm)
Brand Builder (Per Hour)	:	Rs.30, 000/- for 1hour

\*Tax Applicable as per GOVT norms for all the above

\*Above tariff is not applicable for GOVT and POLITICAL Ad Campaigns

\*Above Tariff is applicable for this financial year only. Revised rates will be applicable from next financial year

It will be a pleasure to be included in your business plan.

Thanking you.

Govardhan Ambeer  
Head Marketing  
Hyd-Sakshi TV  
Mob: 9666678401, 9848638979  
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**TERMS & CONDITIONS:**

1. Spot rates are for 10Sec. spots.
2. In all spot rate buys whether single or combination, the releases have to be in the same Release Order, on a monthly basis.
3. Spot rates once bought cannot be cancelled in part.
4. Complete Release Order with cue sheets & all the relevant details such as Tape ID etc. filled in must be received by us 7 days prior to the first date of telecast.
5. Material for both advertising & promos must be in our possession with all the relevant documentation 7 days before the commencement of the said schedule.
6. All tapes are subject to standard practices, clearances & technical checks.
7. All advertisements shall be in accordance with the advertisement code of the Government of India & shall be designed to conform to the laws of the country, should not be defamatory & should not offend against decency & religious sensitivities of the people.
8. The advertiser will keep the channel indemnified against all claims, suits, demands, losses, costs & expenses in respect of telecast matter.
9. The channel has the right to reject any advertisement without assigning any reason.
10. The channel does not offer any product/category exclusively.
11. Commercial schedules are subject to change without prior intimation to advertisers in case of live coverage/special events etc.
12. All sponsorships are subject to availability. Sponsorship does not entitle for any specific postponing of spots in breaks. The rates of sponsorship will be as per the sponsorship option chart in the rate card.
13. Duration of sponsorship tag is subject to change at the discretion of the channel & does not form part of any deal commitment.
14. Positioning of spots will be at the sole discretion of channel.
15. There should always be an advertisement deal/contract in writing duly signed by the Advertising Agency/ Client & Channel.
16. In case of under-utilization of deal value, the differential shall be billed to the client & the same needs to be honored.

17. Any request for extension of deal period shall amount to a new deal and will be accepted only at the prevailing rates.
18. In case of excess commercial air time being consumed, the value of the same will be raised via debit note as per the existing deal.
19. Usage of value additions in terms of commercial air time & sponsorships shall be in proportion to the billing done on the dates as per the deal.
20. Programme categories may be changed at the sole discretion of the channel.
21. Concerned Authorized Agency on record must issue Release Order duly signed and stamped, for their spot/sponsorship bookings to the company.
22. All advertising payments are to be paid in advance in the form of Cheque/DD in favour of "Indira Television Pvt. Ltd. Payable at Hyderabad. Credit facility can be availed by the accredited agencies of INS, AAAI as per the existing terms and conditions.
23. Service Tax at the prevailing rate will be charged over and above the agreed deal value. All release orders should mention "Service Tax at prevailing rates will be paid extra".
24. Advertising rates carried in this Rate Card are subject to revision at the sole discretion of Indira Television Ltd. At any time without prior notice.
25. All first time advertisers will need to submit the following as when requested for:-
  - Introduction letter
  - List of clients
  - Bankers
  - Annual Reports
26. All bills will be raised on a fortnightly basis.
27. All disputes arising out of the terms and conditions herein are governed by the Indian laws and the court in Hyderabad shall alone have jurisdiction.

Indira Television Ltd will not be held liable for breach of contract in case of unexpected break down in relay of the television channel arising out of technical failure or natural calamities & events beyond its control.