

**PRASAR BHARATI**  
(Broadcasting Corporation of India)

**DIRECTOR OF SALES**  
Central Sales Unit  
All India Radio  
New Broadcasting House  
Post Box No. 11497  
Mumbai - 400 020



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No.CSU-RTI/VK/2010-2011/B / 285

Date : 20-4-2010

**Shri VijayKumar,**  
C/o Aanchal Infotech,  
95 - A, Rashid Market,  
DELHI - 110 051.

**Sub : Information under R.T.I. Act.**

**Ref : Your letter No.16A/17-2-2010/03-03-2010.**

Sir,

With reference to your letter cited above, the required information is furnished below :

- 1) The Registered Agencies have to make payment of ad-charges in advance i.e. before the broadcast is commenced whereas the Accredited Agencies are given 45 days credit period after the broadcast over AIR.
- 2) The Registered Agencies have to pay processing fee for of Rs.3,000/- & the Accredited Agencies have to pay Rs.5,000/- (both the cases non-refundable). Accredited agencies get credit facility of 45 days for making payment of Ad-charges after the broadcast.
- 3) The total number of Advertising Agencies were Registered & Accredited, during 2007, 2008, 2009 are given below:-

Total number of Adverting Agencies were	2007	2008	2009
1. Registered	50	48	54
2. Accredited	1	3	6

- 4) The name of Accredited Advertising Agencies as on 30-09-2009 are given in the statement enclosed.

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5) The total Ad-revenues of AIR, in 2007, 2008, 2009 are as per details given below :

	2007	2008	2009
Total Ad Revenue (Gross)	Rs.112,66,25,238/-	Rs.92,19,04,173/-	Rs.125,87,85,990/-
Share of Accredited Advertising Agencies	Rs.42,98,38,699/-	Rs.34,43,31,654/-	Rs.58,61,13,977/-

Yours faithfully,


sd/-

Encl : As above.

(MUKESH SHARMA)  
DIRECTOR OF SALES

Copy to :-

1. Office of Chief Engineer (R&D) (By name Shri V.D. Sharma, Director (R) / Central Public Relation Officer, Research Department, AIR & Doordarshan, 14-B, I.P. Estate, Ring Road, New Delhi - 110 002.
2. The Superintending Engineer (By name Shri A.K. Jain, CPIO & Sup.Eng.), Prasar Bharati, Broadcasting Corporation of India, All India Radio, New Broadcasting House, New Delhi.
3. The Station Director (By name Shri. Vinod Mehta, PIO / ASD), Commercial Broadcasting Service, All India Radio, New Delhi.

  
DIRECTOR OF SALES