

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION No. 5244
(TO BE ANSWERED ON 05.04.2017)**

AUCTIONS OF DD-DIRECT

5244. SHRI RAJENDRA AGRAWAL:

Will the MINISTER OF INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the 24th Auction of DD-Direct was held in November 2015 and if so, the details thereof along with details of the lowest and highest bids thereon;
- (b) whether the Doordarshan has not revised the reserve price of Rs. 6 crore in subsequent auctions after the 24th Auction for private TV channels to take slot on DD Free dish and if so, the details thereof;
- (c) whether the bids in subsequent auctions were around Rs. 4.3 crore indicating cartelization and the loss in possible revenue out of it;
- (d) if so, the details of the maximum bid in the 32nd Auction of DD Free dish held on 14th February, 2017 along with the reasons for keeping the reserve bid artificially low; and
- (e) whether there is any proposal to revise reserve prices to a minimum of Rs. 6-7 crore for subsequent auctions and if so, the details thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND
BROADCASTING**

{COL RAJYAVARDHAN RATHORE (Retd.)}

- (a) Prasar Bharati has informed that the 24th e-Auction was held on 09.11.2015. The details of 24th e-Auction are enclosed at **Annexure**.
- (b) Doordarshan conducted 24th e-Auction to 31st e-Auction with a Reserve Price of Rs. 4.30 Crores per DTH Slot. However, in the 32nd e-Auction conducted on 14.02.2017 the Reserve Price was revised to Rs.4.80 Crores.
- (c) The bid amount ranged from Rs. 4.3 Crores to Rs 7.6 Crores.
- (d) Does not arise in view of (b) & (c) above.
- (e) The matter has not yet been decided.

**ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF LOK SABHA UNSTARRED
QUESTION NO. 5244 FOR ANSWER ON 05.04.2017**

ANNEXURE

24th e-Auction conducted on 09th November, 2015			
S. No	Successful Channels	Reserve Price	Bid Amount
1	News-24	Rs.4.30 Cr.	Rs. 6.50 cr.
2	Manoranjan TV		Rs. 6.40 Cr.
3	India News		Rs. 6.30 Cr.
4	Aaj Tak		Rs. 6.00 Cr.
5	Big Magic		Rs. 6.00 Cr.