



# புதுச்சேரி மாநில அரசிதழ்

## La Gazette de L'État de Poudouchéry The Gazette of Puducherry

### PART - I

#### சிறப்பு வெளியீடு

அதிகாரம் பெற்ற  
வெளியீடு

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No. } 60	Poudouchéry	Jeudi	21	Mars	2019 (30 Phalguna 1940)
No. }	Puducherry	Thursday	21st	March	2019

GOVERNMENT OF PUDUCHERRY

OFFICE OF THE DISTRICT ELECTION OFFICER

No. DEO/RO/D5/EEM/2019.

Puducherry, the 21st March 2019.

#### NOTIFICATION

The Election Commission of India has announced the General Elections to Puducherry Parliamentary Constituency to be held on 18-04-2019. The Election Commission of India has issued several instructions for monitoring expenditure during the Elections as a part of curbing the use of money power during Election. Hence, in order to assess the Election expenditure of contesting candidates, the item of tariffs for advertisements in Local Cable Network Channels and MSO Channels have been finalized by the District Election Officer, Puducherry. The same are hereby notified for information of the general public, political parties and interested persons for assessing the Election expenditure during the ongoing General Elections to the Puducherry Parliamentary Constituency, 2019. The Election expenditure monitoring cell will assess the expenditure based on these rates given in the Annexure:

Dr. T. ARUN, I.A.S.,  
District Election Officer.

(i) Tariff for Visual Display advertisement for all Local Cable Channels and MSO Channels.

(a) Up to 12 spots /up to 720 seconds per day.

(b) More than 12 spots/more than 720 seconds per day.

Sl. No.	Name of the local Cable TV/MSO	Number of spots/ slots per day	Tariff per minute (in ₹)	GST @ 18% (in ₹)	Total tariff per minute (in ₹)
1	2	3	4	5	6
1	AMN TV	(a)	300.00	54.00	354.00
		(b)	450.00	81.00	531.00
2	STV NETWORK/ S. MEDIA	(a)	300.00	54.00	354.00
		(b)	450.00	81.00	531.00
3	DEEPAM TV	(a)	300.00	54.00	354.00
		(b)	450.00	81.00	531.00
4	NEYAM NEW MUSIC	(a)	300.00	54.00	354.00
		(b)	450.00	81.00	531.00
5	AJK TV (AJK GOLD/ RINA GOLD)	(a)*	33.30	6.00	39.30
		(b)**	50.00	9.00	59.00
6	NEW RINA TV (AJK & NEW RINA TV)	(a)*	33.30	6.00	39.30
		(b)**	50.00	9.00	59.00
7	GTV /(AURO TV)	(a)*	33.30	6.00	39.30
		(b)**	50.00	9.00	59.00
8	RAINBOW TV	(a)	300.00	54.00	354.00
		(b)	450.00	81.00	531.00
9	OSCAR TV	(a)	300.00	54.00	354.00
		(b)	400.00	72.00	472.00
10	METRO CHANNEL	(a)	300.00	54.00	354.00
		(b)	400.00	72.00	472.00
11	LIFE STYLE MEDIA	(a)	300.00	54.00	354.00
		(b)	450.00	81.00	531.00
12	RAGHAVA VISION	(a)	300.00	54.00	354.00
		(b)	450.00	81.00	531.00
13	KAMALA TV	(a)	300.00	54.00	354.00
		(b)	450.00	81.00	531.00
14	MERCURY CHANNEL	(a)	300.00	54.00	354.00
		(b)	450.00	81.00	531.00
15	SUPREME TV	(a)	300.00	54.00	354.00
		(b)	450.00	81.00	531.00
16	EYE TV	(a)	500.00	90.00	590.00
		(b)	750.00	135.00	885.00

\* for 18 spots per day for Sl. Nos. 06 (a), 07 (a) & 08 (a)

\*\* for 36 spots per day for Sl. Nos. 06(a), 07(b) & 08 (b)

Note : Rate for the Channels not listed above may be fixed for Col. (a) ₹ 472.00, Col. (b) ₹ 708.

(ii) Tariff for Scrolling Display advertisement for all Local Cable Channels and MSO Channels.

(a) Up to 300 times (for Local Channels) /up to 300 seconds per day.

(b) Up to 200 times (for MSO Channels)/more than 200 seconds per day.

Sl. No.	Name of the local Cable TV/MSO	Number of spots/ slots per day	Tariff per minute (in ₹)	GST @ 18% (in ₹)	Total tariff per minute (in ₹)
1	2	3	4	5	6
1	AMN TV	(a)	500.00	90.00	590.00
		(b)	350.00	63.00	413.00
2	STV NETWORK/ S. MEDIA	(a)	500.00	90.00	590.00
		(b)	350.00	63.00	413.00
3	DEEPAM TV	(a)	500.00	90.00	590.00
		(b)	350.00	63.00	413.00
4	NEYAM NEW MUSIC	(a)	500.00	90.00	590.00
		(b)	350.00	63.00	413.00
5	AJK TV (AJK GOLD/ RINA GOLD)	(a)	-	-	-
		(b)	-	-	-
6	NEW RINA TV (AJK & NEW RINA TV)	(a)	-	-	-
		(b)	-	-	-
7	GTV /(AURO TV)	(a)	-	-	-
		(b)	-	-	-
8	RAINBOW TV	(a)	500.00	90.00	590.00
		(b)	350.00	63.00	413.00
9	OSCAR TV	(a)	300.00	54.00	354.00
		(b)	300.00	54.00	354.00
10	METRO CHANNEL	(a)	300.00	54.00	354.00
		(b)	300.00	54.00	354.00
11	LIFE STYLE MEDIA	(a)	500.00	90.00	590.00
		(b)	350.00	63.00	413.00
12	RAGHAVA VISION	(a)	500.00	90.00	590.00
		(b)	350.00	63.00	413.00
13	KAMALA TV	(a)	500.00	90.00	590.00
		(b)	350.00	63.00	413.00
14	MERCURY CHANNEL	(a)	500.00	90.00	590.00
		(b)	350.00	63.00	413.00
15	SUPREME TV	(a)	500.00	90.00	590.00
		(b)	350.00	63.00	413.00
16	EYE TV	(a)	-	-	-
		(b)	-	-	-

Note: Rate for the Channels not listed above may be fixed for Col. (a) ₹ 472, Col. (b) ₹ 384.

(iii) Tariff for Logo advertisement for all Local Cable Network Channels and MSO Channels.

(a) Up to 80 times per day

(b) More than 80 times per day

Sl. No.	Name of the local Cable TV/MSO	Number of spots/slots per day	Average Tariff Per Day	GST @ 18% (in ₹)	Total tariff per day (in ₹)
1	2	3	4	5	6
1	AMN TV	(a)	200.00	36.00	236.00
		(b)	300.00	54.00	354.00
2	STV NETWORK/ S. MEDIA	(a)	200.00	36.00	236.00
		(b)	300.00	54.00	354.00
3	DEEPAM TV	(a)	200.00	36.00	236.00
		(b)	300.00	54.00	354.00
4	NEYAM NEW MUSIC	(a)	200.00	36.00	236.00
		(b)	300.00	54.00	354.00
5	AJK (AJK GOLD/ RINA GOLD)	(a) *	250.00	45.00	295.00
		(b)	-	-	-
6	NEW RINA TV	(a) *	250.00	45.00	295.00
		(b)	-	-	-
7	GTV /(AURO TV)	(a) *	250.00	45.00	295.00
		(b)	-	-	-
8	RAINBOW TV	(a)	200.00	36.00	236.00
		(b)	300.00	54.00	354.00
9	OSCAR TV	(a)	-	-	-
		(b)	-	-	-
10	METRO CHANNEL	(a)	200.00	36.00	236.00
		(b)	200.00	36.00	236.00
11	LIFE STYLE MEDIA	(a)	200.00	36.00	236.00
		(b)	300.00	54.00	354.00
12	RAGHAVA VISION	(a)	200.00	36.00	236.00
		(b)	300.00	54.00	354.00
13	KAMALA TV	(a)	200.00	36.00	236.00
		(b)	300.00	54.00	354.00
14	MERCURY CHANNEL	(a)	200.00	36.00	236.00
		(b)	300.00	54.00	354.00
15	SUPREME TV	(a)	200.00	36.00	236.00
		(b)	300.00	54.00	354.00
16	EYE TV	(a)	200.00	36.00	236.00
		(b)	-	-	-

\* for 35 times per day for Sl.Nos. 06 (a), 07 (a) & 08 (a)

Note: Rate for the Channels not listed above may be fixed for Col. (a) ₹ 266, Col. (b) ₹ 354.

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