

BROADCASTER A-LA-CARTE

Version 03/2022

Target Market : West Bengal, Odisha, Assam, Tripura, Sikkim

BROADCASTER	CHANNEL NAME	NATURE OF CHANNEL	ALC MRP*	ALC DRP*
BBC	BBC WORLD NEWS	SD	1.00	1.00
ETPL	ETV BAL BHARAT	SD	4.00	4.00
BBC	CBEEBIES	SD	5.00	5.00
DISCOVERY	ANIMAL PLANET	SD	2.00	2.00
DISCOVERY	ANIMAL PLANET HD WORLD	HD	3.00	3.00
DISCOVERY	DISCOVERY CHANNEL	SD	4.00	4.00
DISCOVERY	DISCOVERY HD	HD	6.00	6.00
DISCOVERY	DISCOVERY KIDS	SD	3.00	3.00
DISCOVERY	DISCOVERY SCIENCE	SD	1.00	1.00
DISCOVERY	DISCOVERY TURBO	SD	1.00	1.00
DISCOVERY	EUROSPORT	SD	4.00	4.00
DISCOVERY	EUROSPORT HD	HD	6.00	6.00
DISCOVERY	INVESTIGATION DISCOVERY	SD	1.00	1.00
DISCOVERY	INVESTIGATION DISCOVERY HD	HD	2.00	2.00
DISCOVERY	TLC	SD	2.00	2.00
DISCOVERY	TLC HD	HD	3.00	3.00
DISNEY	BINDASS	SD	0.10	0.10
DISNEY	DISNEY CHANNEL	SD	8.00	8.00
DISNEY	DISNEY INTERNATIONAL HD	HD	12.00	12.00
DISNEY	DISNEY JUNIOR	SD	3.00	3.00
DISNEY	HUNGAMA TV	SD	6.00	6.00
DISNEY	SUPER HUNGAMA	SD	3.00	3.00
DISNEY	UTV ACTION	SD	2.00	2.00
DISNEY	UTV HD	HD	8.00	8.00
DISNEY	UTV MOVIES	SD	2.00	2.00
EPIC	EPIC	SD	5.00	5.00
ETPL	ETV ABHIRUCHI	SD	2.00	2.00
ETPL	ETV ANDHRA PRADESH	SD	1.00	1.00
ETPL	ETV CINEMA	SD	6.00	6.00
ETPL	ETV LIFE	SD	1.00	1.00
ETPL	ETV PLUS	SD	7.00	7.00
ETPL	ETV TELANGANA	SD	1.00	1.00
ETPL	ETV TELUGU	SD	17.00	17.00
NDTV	NDTV 24X7	SD	3.00	3.00
NDTV	NDTV GOODTIMES	SD	1.50	1.50
NDTV	NDTV INDIA	SD	1.00	1.00
NDTV	NDTV PROFIT	SD	1.00	1.00
OTV	ALANKAR	SD	4.00	4.00
OTV	PRARTHANA	SD	2.00	2.00
OTV	TARANG	SD	10.00	10.00
OTV	TARANG MUSIC	SD	2.00	2.00
RAJ	RAJ TV	SD	3.00	3.00
SONY	SONY	SD	19.00	19.00
SONY	SONY AATH	SD	4.00	4.00
SONY	SONY BBC EARTH	SD	4.00	4.00
SONY	SONY BBC EARTH HD	HD	10.00	10.00
SONY	SONY HD	HD	19.00	19.00
SONY	SONY MARATHI	SD	4.00	4.00
SONY	SONY MAX	SD	15.00	15.00

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SONY	SONY MAX 2	SD	1.00	1.00
SONY	SONY MAX HD	HD	17.00	17.00
SONY	SONY PAL	SD	1.00	1.00
SONY	SONY PIX	SD	10.00	10.00
SONY	SONY PIX HD	HD	15.00	15.00
SONY	SONY SAB	SD	19.00	19.00
SONY	SONY SAB HD	HD	19.00	19.00
SONY	SONY SIX	SD	15.00	15.00
SONY	SONY SIX HD	HD	19.00	19.00
SONY	SONY TEN 1	SD	19.00	19.00
SONY	SONY TEN 1 HD	HD	19.00	19.00
SONY	SONY TEN 2	SD	15.00	15.00
SONY	SONY TEN 2 HD	HD	17.00	17.00
SONY	SONY TEN 3	SD	17.00	17.00
SONY	SONY TEN 3 HD	HD	17.00	17.00
SONY	SONY WAH	SD	1.00	1.00
SONY	SONY YAY	SD	2.00	2.00
STAR	ASIANET	SD	19.00	19.00
STAR	ASIANET MOVIES	SD	15.00	15.00
STAR	ASIANET PLUS	SD	5.00	5.00
STAR	BABY TV HD	HD	1.00	1.00
STAR	FOX LIFE	SD	1.00	1.00
STAR	FOX LIFE HD	HD	1.00	1.00
STAR	JALSHA MOVIES	SD	6.00	6.00
STAR	JALSHA MOVIES HD	HD	19.00	19.00
STAR	MAA GOLD	SD	2.00	2.00
STAR	MAA MOVIES	SD	10.00	10.00
STAR	MAA MUSIC	SD	1.00	1.00
STAR	MAA TV	SD	19.00	19.00
STAR	STAR GOLD 2	SD	1.00	1.00
STAR	NAT GEO WILD	SD	1.00	1.00
STAR	NAT GEO WILD HD	HD	5.00	5.00
STAR	NATIONAL GEOGRAPHIC	SD	2.00	2.00
STAR	NATIONAL GEOGRAPHIC HD	HD	10.00	10.00
STAR	STAR BHARAT	SD	10.00	10.00
STAR	STAR BHARAT HD	HD	19.00	19.00
STAR	STAR GOLD	SD	8.00	8.00
STAR	STAR GOLD HD	HD	10.00	10.00
STAR	STAR GOLD SELECT	SD	7.00	7.00
STAR	STAR GOLD SELECT HD	HD	8.00	8.00
STAR	STAR JALSHA	SD	19.00	19.00
STAR	STAR JALSHA HD	HD	19.00	19.00
STAR	STAR MOVIES	SD	12.00	12.00
STAR	STAR MOVIES HD	HD	19.00	19.00
STAR	STAR MOVIES SELECT HD	HD	10.00	10.00
STAR	STAR PLUS	SD	19.00	19.00
STAR	STAR PLUS HD	HD	19.00	19.00
STAR	STAR PRAVAH	SD	9.00	9.00
STAR	STAR SPORTS 1	SD	19.00	19.00

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BROADCASTER	CHANNEL NAME	NATURE OF CHANNEL	ALC MRP*	ALC DRP*
STAR	STAR SPORTS 1 BANGLA	SD	19.00	19.00
STAR	STAR SPORTS 1 HD	HD	19.00	19.00
STAR	STAR SPORTS 1 HINDI	SD	19.00	19.00
STAR	STAR SPORTS 1 HINDI HD	HD	19.00	19.00
STAR	STAR SPORTS 1 TELUGU	SD	19.00	19.00
STAR	STAR SPORTS 2	SD	6.00	6.00
STAR	STAR SPORTS 2 HD	HD	19.00	19.00
STAR	STAR SPORTS 3	SD	2.00	2.00
STAR	STAR SPORTS FIRST	SD	1.00	1.00
STAR	STAR SPORTS SELECT 1	SD	19.00	19.00
STAR	STAR SPORTS SELECT 1 HD	HD	19.00	19.00
STAR	STAR SPORTS SELECT 2	SD	7.00	7.00
STAR	STAR SPORTS SELECT 2 HD	HD	10.00	10.00
STAR	STAR SUVARNA	SD	9.00	9.00
STAR	STAR UTSAV	SD	1.00	1.00
STAR	STAR UTSAV MOVIES	SD	1.00	1.00
STAR	STAR VIJAY	SD	17.00	17.00
STAR	STAR WORLD	SD	8.00	8.00
STAR	STAR WORLD HD	HD	9.00	9.00
STAR	STAR WORLD PREMIERE HD	HD	9.00	9.00
SUN	ADITHYA TV	SD	9.00	9.00
SUN	CHUTTI TV	SD	6.00	6.00
SUN	GEMINI COMEDY	SD	5.00	5.00
SUN	GEMINI LIFE	SD	5.00	5.00
SUN	GEMINI MOVIES	SD	17.00	17.00
SUN	GEMINI MUSIC	SD	4.00	4.00
SUN	GEMINI TV	SD	19.00	19.00
SUN	KTV	SD	19.00	19.00
SUN	KUSHI TV	SD	4.00	4.00
SUN	SUN LIFE	SD	9.00	9.00
SUN	SUN MUSIC	SD	6.00	6.00
SUN	SUN NEWS	SD	1.00	1.00
SUN	SUN TV	SD	19.00	19.00
SUN	SURYA MOVIES	SD	11.00	11.00
SUN	SURYA TV	SD	12.00	12.00
SUN	UDAYA COMEDY	SD	6.00	6.00
SUN	UDAYA MOVIES	SD	16.00	16.00
SUN	UDAYA MUSIC	SD	6.00	6.00
SUN	UDAYA TV	SD	17.00	17.00
TIMES	ET NOW	SD	3.00	3.00
TIMES	MIRROR NOW	SD	0.50	0.50
TIMES	MN+ HD	HD	10.00	10.00
TIMES	MNX	SD	6.00	6.00
TIMES	MNX HD	HD	9.00	9.00
TIMES	MOVIES NOW	SD	10.00	10.00
TIMES	MOVIES NOW HD	HD	12.00	12.00
TIMES	ROMEDY NOW	SD	6.00	6.00
TIMES	TIMES NOW	SD	3.00	3.00
TIMES	TIMES NOW WORLD HD	HD	5.00	5.00

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TIMES	TIMES NOW NAVBHARAT HD	HD	1.50	1.50
TIMES	ZOOM	SD	0.50	0.50
TIMES	ET NOW SWADESH	SD	1.00	1.00
TRAVELXP	TRAVELXP	SD	3.00	3.00
TRAVELXP	TRAVELXP HD	HD	9.00	9.00
TURNER	CARTOON NETWORK	SD	4.25	4.25
TURNER	CARTOON NETWORK HD+	HD	5.00	5.00
TURNER	CNN INTERNATIONAL	SD	0.50	0.50
TURNER	POGO	SD	4.25	4.25
TV18	CNBC AWAAZ	SD	1.00	1.00
TV18	CNBC TV18	SD	4.00	4.00
TV18	CNBC TV18 PRIME HD	HD	1.00	1.00
TV18	CNN NEWS18	SD	0.50	0.50
TV18	COLORS	SD	19.00	19.00
TV18	COLORS BANGLA	SD	7.00	7.00
TV18	COLORS BANGLA CINEMA	SD	1.00	1.00
TV18	COLORS BANGLA HD	HD	14.00	14.00
TV18	COLORS CINEPLEX	SD	3.00	3.00
TV18	COLORS CINEPLEX HD	HD	5.00	5.00
TV18	COLORS GUJARATI	SD	5.00	5.00
TV18	COLORS GUJARATI CINEMA	SD	1.00	1.00
TV18	COLORS HD	HD	19.00	19.00
TV18	COLORS INFINITY	SD	5.00	5.00
TV18	COLORS INFINITY HD	HD	9.00	9.00
TV18	COLORS KANNADA	SD	19.00	19.00
TV18	COLORS MARATHI	SD	10.00	10.00
TV18	COLORS ODIA	SD	6.00	6.00
TV18	COLORS RISHTY	SD	1.00	1.00
TV18	COLORS SUPER	SD	3.00	3.00
TV18	COLORS TAMIL	SD	3.00	3.00
TV18	COMEDY CENTRAL	SD	5.00	5.00
TV18	COMEDY CENTRAL HD	HD	9.00	9.00
TV18	HISTORY TV18	SD	3.00	3.00
TV18	HISTORY TV18 HD	HD	7.00	7.00
TV18	COLORS CINEPLEX SUPERHITS	SD	0.25	0.25
TV18	MTV	SD	3.00	3.00
TV18	MTV BEATS	SD	0.10	0.10
TV18	MTV BEATS HD	HD	1.00	1.00
TV18	NEWS18 ASSAM/NE	SD	0.10	0.10
TV18	NEWS18 BANGLA	SD	0.10	0.10
TV18	NEWS18 BR/JH	SD	0.10	0.10
TV18	NEWS18 INDIA	SD	0.10	0.10
TV18	NEWS18 LOKMAT	SD	0.10	0.10
TV18	NEWS18 ODIA	SD	0.10	0.10
TV18	NEWS18 RAJASTHAN	SD	0.10	0.10
TV18	NEWS18 URDU	SD	0.10	0.10
TV18	NICK	SD	6.00	6.00
TV18	NICK HD+	HD	10.00	10.00
TV18	NICK JR	SD	1.00	1.00

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BROADCASTER	CHANNEL NAME	NATURE OF CHANNEL	ALC MRP*	ALC DRP*
TV18	SONIC	SD	2.00	2.00
TV18	VH1	SD	1.00	1.00
TV18	VH1 HD	HD	2.00	2.00
TV18	SPORTS18 1 SD	SD	8.00	8.00
TV18	SPORTS18 1 HD	HD	8.00	8.00
TVTN	AAJ TAK	SD	0.75	0.75
TVTN	AAJ TAK HD	HD	1.50	1.50
TVTN	INDIA TODAY	SD	1.00	1.00
TVTN	GOOD NEWS TODAY	SD	0.25	0.25
ZEE	&FLIX	SD	15.00	15.00
ZEE	&FLIX HD	HD	19.00	19.00
ZEE	&PICTURES	SD	6.00	6.00
ZEE	&PICTURES HD	HD	19.00	19.00
ZEE	&PRIVE HD	HD	19.00	19.00
ZEE	&TV	SD	12.00	12.00
ZEE	&TV HD	HD	19.00	19.00
ZEE	ZEE GANGA	SD	0.50	0.50
ZEE	BIG MAGIC	SD	0.10	0.10
ZEE	ZEE ZEST	SD	1.00	1.00
ZEE	ZEE ZEST HD	HD	10.00	10.00
ZEE	WION	SD	1.00	1.00
ZEE	ZEE 24 GHANTA	SD	0.10	0.10
ZEE	ZEE 24 TAAS	SD	0.10	0.10
ZEE	ZEE ACTION	SD	1.00	1.00
ZEE	ZEE ANMOL	SD	0.10	0.10
ZEE	ZEE ANMOL CINEMA	SD	0.10	0.10
ZEE	ZEE BANGLA	SD	19.00	19.00
ZEE	ZEE BANGLA CINEMA	SD	2.00	2.00
ZEE	ZEE BANGLA HD	HD	19.00	19.00
ZEE	ZEE BIHAR JHARKHAND	SD	0.10	0.10
ZEE	ZEE BOLLYWOOD	SD	2.00	2.00
ZEE	ZEE BUSINESS	SD	0.10	0.10
ZEE	ZEE CAFE	SD	15.00	15.00
ZEE	ZEE CAFE HD	HD	19.00	19.00
ZEE	ZEE CINEMA	SD	15.00	15.00
ZEE	ZEE CINEMA HD	HD	19.00	19.00
ZEE	ZEE CINEMALU	SD	10.00	10.00
ZEE	ZEE CLASSIC	SD	0.50	0.50
ZEE	ZEE HINDUSTAN	SD	0.10	0.10
ZEE	ZEE KANNADA	SD	19.00	19.00
ZEE	ZEE MARATHI	SD	19.00	19.00
ZEE	ZEE NEWS	SD	0.10	0.10
ZEE	ZEE PB/HR/HP	SD	0.10	0.10
ZEE	ZEE RAJASTHAN NEWS	SD	0.10	0.10
ZEE	ZEE SALAAM	SD	0.10	0.10
ZEE	ZEE SARTHAK	SD	19.00	19.00
ZEE	ZEE TALKIES	SD	2.00	2.00
ZEE	ZEE TAMIL	SD	12.00	12.00
ZEE	ZEE TELUGU	SD	19.00	19.00

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BROADCASTER	CHANNEL NAME	NATURE OF CHANNEL	ALC MRP*	ALC DRP*
ZEE	ZEE TV	SD	19.00	19.00
ZEE	ZEE TV HD	HD	19.00	19.00
ZEE	ZEE YUVA	SD	1.00	1.00
ZEE	ZING	SD	0.10	0.10
SIDHARTH	SIDHARTH BHAKTI	SD	3.46	3.46
SIDHARTH	SIDHARTH GOLD	SD	3.46	3.46
SIDHARTH	SIDHARTH TV	SD	11.90	11.90
OTMC	SONG DEW	SD	5.00	5.00

*Excluding Tax