



GOVERNMENT OF INDIA
BUREAU OF OUTREACH & COMMUNICATION
Ministry of Information & Broadcasting
Phase IV, Soochna Bhavan, CGO Complex, Lodhi Road, New Delhi 110003

MEDIA PLAN

| Request No. | | OMRTC2022050044 | | MP No. | MP-113 | |
|---------------|--------|-----------------|-------------------------|---------------|--|------------------|
| Ministry | | Defence | | Ministry Head | 10101 | |
| Plan Budget | | NA | | Client Name | D/o. Defence/Integrated Defence Headquarters | |
| Actual Amount | | 5,481,876 | | | | |
| S.No | MP No. | Agency Code | Agency Name | Category | Amount | |
| 1 | MP-113 | TC0598 | ZEE CINEMA HD | MEDIUM | | 21,360 (0.39%) |
| 2 | MP-113 | TC0365 | ENTER 10 TELEVISION | MEDIUM | | 102,900 (1.87%) |
| 3 | MP-113 | TC0090 | UDAYA MOVIES | MEDIUM | | 130,116 (2.37%) |
| 4 | MP-113 | TC0045 | UDAYA TV | MEDIUM | | 178,464 (3.24%) |
| 5 | MP-113 | TC0051 | ETV TELUGU | MEDIUM | | 393,732 (7.16%) |
| 6 | MP-113 | TC0409 | RAMDHENU | MEDIUM | | 17,892 (0.33%) |
| 7 | MP-113 | TC0578 | JONACK | MEDIUM | | 17,628 (0.32%) |
| 8 | MP-113 | TC0737 | RENGONI | MEDIUM | | 24,972 (0.45%) |
| 9 | MP-113 | TC0545 | ANJAN TV | MEDIUM | | 16,032 (0.29%) |
| 10 | MP-113 | TC0574 | MAHUAA PLUS | MEDIUM | | 14,652 (0.27%) |
| 11 | MP-113 | TC0534 | OSCAR MOVIES BHOJPURI | MEDIUM | | 22,176 (0.40%) |
| 12 | MP-113 | TC0699 | BHOJPURI DHAMAKA DISHUM | MEDIUM | | 32,844 (0.60%) |
| 13 | MP-113 | TC0624 | BHOJPURI CINEMA | MEDIUM | | 143,400 (2.61%) |
| 14 | MP-113 | TC0375 | DHOOM MUSIC | | 14,676 (0.27%) | |
| 15 | MP-113 | TC0747 | ORANGE TV | MEDIUM | | 19,188 (0.35%) |
| 16 | MP-113 | TC0575 | MUSIC F FATFATI | | 15,564 (0.28%) | |
| 17 | MP-113 | TC0347 | RUPASHI BANGLA | MEDIUM | | 15,660 (0.28%) |
| 18 | MP-113 | TC0202 | SANGEET BANGLA | | 21,528 (0.39%) | |
| 19 | MP-113 | TC0469 | AKASH BANGLA | MEDIUM | | 57,936 (1.05%) |
| 20 | MP-113 | TC0243 | SONY AATH | MEDIUM | | 54,612 (0.99%) |
| 21 | MP-113 | TC0106 | COLORS BANGLA | MEDIUM | | 44,136 (0.80%) |
| 22 | MP-113 | TC0597 | ZEE CAFE HD | MEDIUM | | 13,908 (0.25%) |
| 23 | MP-113 | TC0196 | ZEE CAFE | MEDIUM | | 13,980 (0.25%) |
| 24 | MP-113 | TC0611 | TLC HD WORLD | | 14,244 (0.26%) | |
| 25 | MP-113 | TC0079 | FOX LIFE | | 14,472 (0.26%) | |
| 26 | MP-113 | TC0628 | 9X O | | 15,972 (0.29%) | |
| 27 | MP-113 | TC0407 | VH1 | | 15,492 (0.28%) | |
| 28 | MP-113 | TC0607 | LIVING FOODZ | | 16,596 (0.30%) | |
| 29 | MP-113 | TC0455 | MOVIES NOW | MEDIUM | | 20,508 (0.37%) |
| 30 | MP-113 | TC0109 | COLORS GUJARATI | MEDIUM | | 32,268 (0.59%) |
| 31 | MP-113 | TC0366 | DABANGG | MEDIUM | | 59,724 (1.09%) |
| 32 | MP-113 | TC0662 | SONY MAX 2 | MEDIUM | | 132,288 (2.41%) |
| 33 | MP-113 | TC0063 | STAR BHARAT | MEDIUM | | 226,860 (4.12%) |
| 34 | MP-113 | TC0150 | ZEE CINEMA | MEDIUM | | 329,880 (6.00%) |
| 35 | MP-113 | TC0049 | STAR GOLD | MEDIUM | | 361,944 (6.58%) |
| 36 | MP-113 | TC0066 | SET MAX | MEDIUM | | 416,940 (7.58%) |
| 37 | MP-113 | TC0261 | COLORS | MEDIUM | | 388,908 (7.07%) |
| 38 | MP-113 | TC0491 | CHINTU TV | | 31,056 (0.56%) | |
| 39 | MP-113 | TC0489 | UDAYA MUSIC | | 59,928 (1.09%) | |
| 40 | MP-113 | TC0054 | COLORS KANNADA | MEDIUM | | 233,268 (4.24%) |
| 41 | MP-113 | TC0094 | ZEE MARATHI | MEDIUM | | 322,332 (5.86%) |

| S.No | MP No. | Agency Code | Agency Name | Category | Amount | |
|----------------------------|--------|-------------|------------------|----------|-----------------|------------------|
| 42 | MP-113 | TC0171 | AMRITA TV | MEDIUM | | 18,600 (0.34%) |
| 43 | MP-113 | TC0047 | ASIANET | MEDIUM | | 252,504 (4.59%) |
| 44 | MP-113 | TC0307 | TARANG | MEDIUM | | 150,972 (2.74%) |
| 45 | MP-113 | TC0401 | SARTHAK TV | MEDIUM | | 111,720 (2.03%) |
| 46 | MP-113 | TC0256 | MH 1 SHRADDHA | | 13,872 (0.25%) | |
| 47 | MP-113 | TC0285 | PTC CHAK DE | | 23,760 (0.43%) | |
| 48 | MP-113 | TC0629 | MANORANJAN MOVIE | MEDIUM | | 29,940 (0.54%) |
| 49 | MP-113 | TC0441 | 9X TASHAN | | 41,652 (0.76%) | |
| 50 | MP-113 | TC0200 | MH ONE | MEDIUM | | 37,908 (0.69%) |
| 51 | MP-113 | TC0266 | PTC PUNJABI | MEDIUM | | 64,764 (1.18%) |
| 52 | MP-113 | TC0197 | VISSA TELEVISION | MEDIUM | | 14,940 (0.27%) |
| 53 | MP-113 | TC0532 | TOLLYWOOD | MEDIUM | | 18,672 (0.34%) |
| 54 | MP-113 | TC0044 | GEMINI TV | MEDIUM | | 294,204 (5.35%) |
| 55 | MP-113 | TC0142 | RAJ TV | MEDIUM | | 26,436 (0.48%) |
| 56 | MP-113 | TC0086 | SUN MUSIC | | 67,320 (1.22%) | |
| 57 | MP-113 | TC0501 | K TV | MEDIUM | | 234,576 (4.27%) |
| Agree/Return With Comment: | | | | | | N/A |