

TAASIR - A LEADING NATIONAL URDU DAILY OF INDIA
CONSOLIDATED CURRENT CBC/DAVP RATES WEF. 01-APR-2024 ONWARDS

Sr. No	Publication	Edition/City	State/UT	Language	Frequency	B/W Rate/Sq.cm	Colour Rate/Sq.Cm (40% Extra)	Circulation Per Day
1	TAASIR	Delhi	Delhi	Urdu	Daily	52.0500	72.8700	1,09,833
2	TAASIR	Ranchi	Jharkhand	Urdu	Daily	53.6700	75.1380	1,13,244
3	TAASIR	Patna	Bihar	Urdu	Daily	47.3900	66.3460	99,197
4	TAASIR	Muzzaffarpur	Bihar	Urdu	Daily	30.0300	42.0420	46,023
5	TAASIR	Howrah	West Bengal	Urdu	Daily	16.8600	23.6040	25,000
6	TAASIR	Chennai	Tamil Nadu	Urdu	Daily	16.8700	23.6180	25,000
7	TAASIR	Bangalore	Karnataka	Urdu	Daily	16.8600	23.6040	25,000
8	TAASIR	Guwahati	Assam	Urdu	Daily	16.8600	23.6040	25,000
					TOTAL	₹ 250.5900	₹ 350.8260	4,68,297



**For TAASIR
Business Manager**

TAASIR- A NATIONAL URDU DAILY

(A Multi Editions National Urdu Daily)

ADVERTISEMENTS TARIFF WEF. 01/04/2024 ONWARDS

As per DAVP/CBC RATE (Government of INDIA Approved Rate)

TAASIR DELHI

Rate @ per sq.cm (₹)	Circulation	Advertisement size in Centi Meter	Ad dimension in Sq.Cm.	Rate B/W (₹)	Rate Colour (₹) (40% Extra)
52.05	109833	Full-Page(52X33)	1716	89,317.80	1,25,044.92
52.05	109833	Half - Page (25X33)	825	42,941.25	60,117.75
52.05	109833	Quarter Page (16 X 25)	400	20,820.00	29,148.00

TAASIR-RANCHI (JHARKHAND)

Rate	Circulation	Size(in Sqcm)		Rate B/W (₹)	Colour
53.67	113224	Full-Page(52X33)	1716	92,097.72	1,28,936.81
53.67	113224	Half - Page (25X33)	825	44,277.75	61,988.85
53.67	113224	Quarter Page (16 X 25)	400	21,468.00	30,055.20

TAASIR-PATNA (BIHAR)

Rate	Circulation	Size(in Sqcm)		Rate B/W (₹)	Colour
47.39	99197	Full-Page(52X33)	1716	81,321.24	1,13,849.74
47.39	99197	Half - Page (25X33)	825	39,096.75	54,735.45
47.39	99197	Quarter Page (16 X 25)	400	18,956.00	26,538.40

TAASIR-MUZAFFARPUR (BIHAR)

Rate	Circulation	Size(in Sqcm)		Rate B/W (₹)	Colour
30.03	46023	Full-Page(52X33)	1716	51,531.48	72,144.07
30.03	46023	Half - Page (25X33)	825	24,774.75	34,684.65
30.03	46023	Quarter Page (16 X 25)	400	12,012.00	16,816.80

TAASIR-HOWRAH (WEST BENGAL)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
16.86	25000	Full-Page(52X33)	1716	28,931.76	40,504.46
16.86	25000	Half - Page (25X33)	825	13,909.50	19,473.30
16.86	25000	Quarter Page (16 X 25)	400	6,744.00	9,441.60

TAASIR-CHENNAI (TAMIL NADU)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
16.87	25000	Full-Page(52X33)	1716	28,948.92	40,528.49
16.87	25000	Half - Page (25X33)	825	13,917.75	19,484.85
16.87	25000	Quarter Page (16 X 25)	400	6,748.00	9,447.20

TAASIR-BANGALORE (KARNATAKA)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
16.86	25000	Full-Page(52X33)	1716	28,931.76	40,504.46
16.86	25000	Half - Page (25X33)	825	13,909.50	19,473.30
16.86	25000	Quarter Page (16 X 25)	400	6,744.00	9,441.60

TAASIR-GUWAHATI (ASSAM)

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
16.86	25000	Full-Page(52X33)	1716	28,931.76	40,504.46
16.86	25000	Half - Page (25X33)	825	13,909.50	19,473.30
16.86	25000	Quarter Page (16 X 25)	400	6,744.00	9,441.60

For address and other details please log on <https://taasir.com/> Mob. +91-9431025219, GST@5% Extra

For Taasir
Pramod Kumar Pathak
(Advertisements Manager)



CENTRAL BUREAU OF COMMUNICATION

Ministry of information and Broadcasting Govt. of India
Soochna Bhawan, Phase - V, CGO Complex Lodhi Road, New Delhi, 110003

ADVERTISING RATE CONTRACT AGREEMENT

This agreement is being entered into between CBC, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under:

CBC Newspaper Code	: 161812	RNI Regn.	: DELURD/2013/49439
Title of Newspaper	: TAASIR	CIR Base	: RNI
Registration No.	: DELURD/2013/49439	Quality of paper	: Standard
Language	: Urdu	Printing	: Color
Periodicity	: Daily(M)	Binding	: Unbound
Place of Publication	: DELHI	Page Size:Length*Width	[52.00 cm] [33.00 cm]
Address	: G-1/37 4DAAL MILL ROADBLOCK- G-IUTTAM NAGAR NEW DELHI	No of Pages	: 8
		Total Print Area	: 1716 Sq.Cms

- (a).This agreement is valid from : **01/04/2024** to **07/08/2025**
(b).Circulation Accepted: **109833**
(c).Agreed Rate per Sq.cm : **Rs. 52.05 [Rs fifty two Rupees and five Paise]**
(d).Net Rate after agency discount of 15% to CBC: **44.24** (Additional discount of 10% for UPSC & SSC advts)
(e).These rates will be revised in case of any change in the basis of calculation.
- The publisher will not offer a lower rate than this to any other advertiser. **CBC** will automatically reduce the rate accordingly.
- Circulation figures and other information provided by the publisher, if found incorrect later,may lead to stoppage of Government advertisements, recovery of payments and any other action deemed appropriate by Government.
- Payment will be made by CBC as per actual space used, on receipt of published copy of the advertisement along with bills.
- The publisher undertakes that the Newspaper fulfills all the terms & conditions of the Print Media Advertisement Policy, as amended from time to time and also meets all statutory requirements under the PRB Act. The publisher also undertakes that the title of the publication, the periodicity of the publication, the name of the printing press etc. remain the same as in original RNI records.
- The publisher undertakes that his Newspaper stated above fulfill the requirement of up-to-date payment of PCI levy, subscription to EPF, subscription to the News Agencies approved under the Print Media Advertisement Policy of Government of India-2020, owns the printing press and prints the number of pages as claimed for marking purposes under the policy. If at any stage it is found that his/her Newspaper has defaulted on claims made in this regard in the past or in future, his/her publication shall be liable for cancellation of empanelment, recovery of advertisement amount and any other action deemed fit by the Government.
- The publisher also undertakes in respect of this Newspaper, that it is being printed as per claims made at the printing press as declared in RNI certificate and fulfill all the applicable statutory requirements.
- Refusal to publish advertisement released by CBC may lead to cancellation of empanelment.
- The publisher shall intimate immediately to CBC of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.
- The publisher accepts all the terms and conditions of the Advertising Policy of the Government as amended from time-to-time and notified on the website of CBC <https://cbcindia.gov.in/>
- The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
- Decision of DG / Principal DG, CBC will be final in respect of adherence or otherwise to the above mentioned conditions / Print Media Advertisement Policy. However in case of dispute the same will fall under the legal jurisdiction of the Courts of Delhi.
- The contract will be valid only after the authorized signatory has accepted this Advertisement Rate Contract Agreement through the vendor login at the specified area.
- This has to be done within two weeks failing which it will be presumed that the publisher is not interested in the Rate Contract.**

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC

Publisher Name : MOHAMMAD GAUHAR

(यशपाल / YASHPAL)
माध्यम अधिकारी / Media Executive
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

Rate Contract Accept Date: 01/04/2024

Date of Issue of RC: 01/04/2024



CENTRAL BUREAU OF COMMUNICATION

Ministry of information and Broadcasting Govt. of India
Soochna Bhawan, Phase - V, CGO Complex Lodhi Road, New Delhi, 110003

ADVERTISING RATE CONTRACT AGREEMENT

This agreement is being entered into between CBC, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under:

CBC Newspaper Code	: 161917	RNI Regn.	: JHAURD/2015/63792
Title of Newspaper	: TAASIR	CIR Base	: RNI
Registration No.	: JHAURD/2015/63792	Quality of paper	: Standard
Language	: Urdu	Printing	: Color
Periodicity	: Daily(M)	Binding	: Unbound
Place of Publication	: RANCHI	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
Address	: 203, ANAND PLAZABESIDES INDIRA PALACEHINOO, P.O & P.S. DORANDARANCHI- 834002JHARKHAND	No of Pages	: 8
		Total Print Area	: 1716 Sq.Cms

- (a).This agreement is valid from : **01/04/2024 to 31/12/2025**
(b).Circulation Accepted: **113244**
(c).Agreed Rate per Sq.cm : **Rs. 53.67 [Rs fifty three Rupees and six seven Paise]**
(d).Net Rate after agency discount of 15% to CBC: **45.62** (Additional discount of 10% for UPSC & SSC advts)
(e).These rates will be revised in case of any change in the basis of calculation.
- The publisher will not offer a lower rate than this to any other advertiser. **CBC** will automatically reduce the rate accordingly.
- Circulation figures and other information provided by the publisher, if found incorrect later,may lead to stoppage of Government advertisements, recovery of payments and any other action deemed appropriate by Government.
- Payment will be made by CBC as per actual space used, on receipt of published copy of the advertisement along with bills.
- The publisher undertakes that the Newspaper fulfills all the terms & conditions of the Print Media Advertisement Policy, as amended from time to time and also meets all statutory requirements under the PRB Act. The publisher also undertakes that the title of the publication, the periodicity of the publication, the name of the printing press etc. remain the same as in original RNI records.
- The publisher undertakes that his Newspaper stated above fulfill the requirement of up-to-date payment of PCI levy, subscription to EPF, subscription to the News Agencies approved under the Print Media Advertisement Policy of Government of India-2020, owns the printing press and prints the number of pages as claimed for marking purposes under the policy. If at any stage it is found that his/her Newspaper has defaulted on claims made in this regard in the past or in future, his/her publication shall be liable for cancellation of empanelment, recovery of advertisement amount and any other action deemed fit by the Government.
- The publisher also undertakes in respect of this Newspaper, that it is being printed as per claims made at the printing press as declared in RNI certificate and fulfill all the applicable statutory requirements.
- Refusal to publish advertisement released by CBC may lead to cancellation of empanelment.
- The publisher shall intimate immediately to CBC of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.
- The publisher accepts all the terms and conditions of the Advertising Policy of the Government as amended from time-to-time and notified on the website of CBC <https://cbcindia.gov.in/>
- The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
- Decision of DG / Principal DG, CBC will be final in respect of adherence or otherwise to the above mentioned conditions / Print Media Advertisement Policy. However in case of dispute the same will fall under the legal jurisdiction of the Courts of Delhi.
- The contract will be valid only after the authorized signatory has accepted this Advertisement Rate Contract Agreement through the vendor login at the specified area.
- This has to be done within two weeks failing which it will be presumed that the publisher is not interested in the Rate Contract.**

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC

Publisher Name : MOHAMMAD GAUHAR

(यशपाल / YASHPAL)
माध्यम अधिकारी / Media Executive
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003



CENTRAL BUREAU OF COMMUNICATION

Ministry of information and Broadcasting Govt. of India
Soochna Bhawan, Phase - V, CGO Complex Lodhi Road, New Delhi, 110003

ADVERTISING RATE CONTRACT AGREEMENT

This agreement is being entered into between CBC, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under:

CBC Newspaper Code	: 161654	RNI Regn.	: BIHURD/2013/47670
Title of Newspaper	: TAASIR	CIR Base	: RNI
Registration No.	: BIHURD/2013/47670	Quality of paper	: Standard
Language	: Urdu	Printing	: Color
Periodicity	: Daily(M)	Binding	: Unbound
Place of Publication	: PATNA	Page Size:Length*Width	[52.00 cm] [33.00 cm]
Address	: 711, JAGAT TRADE CENTREFRASER ROADDISTT: PATNA BIHAR-801105	No of Pages	: 12
		Total Print Area	: 1716 Sq.Cms

- (a).This agreement is valid from : **01/04/2024** to **25/12/2024**
(b).Circulation Accepted: **99197**
(c).Agreed Rate per Sq.cm : **Rs. 47.39 [Rs forty seven Rupees and three nine Paise]**
(d).Net Rate after agency discount of 15% to CBC: **40.28** (Additional discount of 10% for UPSC & SSC advts)
(e).These rates will be revised in case of any change in the basis of calculation.
- The publisher will not offer a lower rate than this to any other advertiser. **CBC** will automatically reduce the rate accordingly.
- Circulation figures and other information provided by the publisher, if found incorrect later,may lead to stoppage of Government advertisements, recovery of payments and any other action deemed appropriate by Government.
- Payment will be made by CBC as per actual space used, on receipt of published copy of the advertisement along with bills.
- The publisher undertakes that the Newspaper fulfills all the terms & conditions of the Print Media Advertisement Policy, as amended from time to time and also meets all statutory requirements under the PRB Act. The publisher also undertakes that the title of the publication, the periodicity of the publication, the name of the printing press etc. remain the same as in original RNI records.
- The publisher undertakes that his Newspaper stated above fulfill the requirement of up-to-date payment of PCI levy, subscription to EPF, subscription to the News Agencies approved under the Print Media Advertisement Policy of Government of India-2020, owns the printing press and prints the number of pages as claimed for marking purposes under the policy. If at any stage it is found that his/her Newspaper has defaulted on claims made in this regard in the past or in future, his/her publication shall be liable for cancellation of empanelment, recovery of advertisement amount and any other action deemed fit by the Government.
- The publisher also undertakes in respect of this Newspaper, that it is being printed as per claims made at the printing press as declared in RNI certificate and fulfill all the applicable statutory requirements.
- Refusal to publish advertisement released by CBC may lead to cancellation of empanelment.
- The publisher shall intimate immediately to CBC of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.
- The publisher accepts all the terms and conditions of the Advertising Policy of the Government as amended from time-to-time and notified on the website of CBC <https://cbcindia.gov.in/>
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- Decision of DG / Principal DG, CBC will be final in respect of adherence or otherwise to the above mentioned conditions / Print Media Advertisement Policy. However in case of dispute the same will fall under the legal jurisdiction of the Courts of Delhi.
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Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC

Publisher Name : MOHAMMAD GAUHAR

(यशपाल / YASHPAL)
माध्यम अधिकारी / Media Executive
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
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नई दिल्ली-110003 / New Delhi-110003

Rate Contract Accept Date: 01/04/2024

Date of Issue of RC: 01/04/2024



CENTRAL BUREAU OF COMMUNICATION

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ADVERTISING RATE CONTRACT AGREEMENT

This agreement is being entered into between CBC, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under:

CBC Newspaper Code	: 161823	RNI Regn.	: BIHURD/2013/54407
Title of Newspaper	: TAASIR	CIR Base	: RNI
Registration No.	: BIHURD/2013/54407	Quality of paper	: Standard
Language	: Urdu	Printing	: Color
Periodicity	: Daily(M)	Binding	: Unbound
Place of Publication	: MUZAFFARPUR	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
Address	: RIZWAN AHMAD HOUSEKALYANI KEDARNATH ROADKESRI GALI	No of Pages	: 8
		Total Print Area	: 1716 Sq.Cms

- (a).This agreement is valid from : **01/04/2024** to **22/01/2025**
(b).Circulation Accepted: **46023**
(c).Agreed Rate per Sq.cm : **Rs. 30.03 [Rs thirty Rupees and three Paise]**
(d).Net Rate after agency discount of 15% to CBC: **25.53** (Additional discount of 10% for UPSC & SSC advts)
(e).These rates will be revised in case of any change in the basis of calculation.
- The publisher will not offer a lower rate than this to any other advertiser. **CBC** will automatically reduce the rate accordingly.
- Circulation figures and other information provided by the publisher, if found incorrect later,may lead to stoppage of Government advertisements, recovery of payments and any other action deemed appropriate by Government.
- Payment will be made by CBC as per actual space used, on receipt of published copy of the advertisement along with bills.
- The publisher undertakes that the Newspaper fulfills all the terms & conditions of the Print Media Advertisement Policy, as amended from time to time and also meets all statutory requirements under the PRB Act. The publisher also undertakes that the title of the publication, the periodicity of the publication, the name of the printing press etc. remain the same as in original RNI records.
- The publisher undertakes that his Newspaper stated above fulfill the requirement of up-to-date payment of PCI levy, subscription to EPF, subscription to the News Agencies approved under the Print Media Advertisement Policy of Government of India-2020, owns the printing press and prints the number of pages as claimed for marking purposes under the policy. If at any stage it is found that his/her Newspaper has defaulted on claims made in this regard in the past or in future, his/her publication shall be liable for cancellation of empanelment, recovery of advertisement amount and any other action deemed fit by the Government.
- The publisher also undertakes in respect of this Newspaper, that it is being printed as per claims made at the printing press as declared in RNI certificate and fulfill all the applicable statutory requirements.
- Refusal to publish advertisement released by CBC may lead to cancellation of empanelment.
- The publisher shall intimate immediately to CBC of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.
- The publisher accepts all the terms and conditions of the Advertising Policy of the Government as amended from time-to-time and notified on the website of CBC <https://cbcindia.gov.in/>
- The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
- Decision of DG / Principal DG, CBC will be final in respect of adherence or otherwise to the above mentioned conditions / Print Media Advertisement Policy. However in case of dispute the same will fall under the legal jurisdiction of the Courts of Delhi.
- The contract will be valid only after the authorized signatory has accepted this Advertisement Rate Contract Agreement through the vendor login at the specified area.
- This has to be done within two weeks failing which it will be presumed that the publisher is not interested in the Rate Contract.**

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC

Publisher Name : MOHAMMAD GAUHAR

(यशपाल / YASHPAL)
माध्यम अधिकारी / Media Executive
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
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नई दिल्ली-110003 / New Delhi-110003

Rate Contract Accept Date: 01/04/2024

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CENTRAL BUREAU OF COMMUNICATION

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ADVERTISING RATE CONTRACT AGREEMENT

This agreement is being entered into between CBC, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under:

CBC Newspaper Code	: 161933	RNI Regn.	: WBURD/2016/68229
Title of Newspaper	: TAASIR	CIR Base	: CA
Registration No.	: WBURD/2016/68229	Quality of paper	: Standard
Language	: Urdu	Printing	: Color
Periodicity	: Daily(M)	Binding	: Unbound
Place of Publication	: HOWRAH	Page Size:Length*Width	: [52.00 cm] [33.00 cm]
Address	: H/O FAKHREALAMBARABAGAN, BANKRA NO.IP.S.DOMJUR	No of Pages	: 8
		Total Print Area	: 1716 Sq.Cms

- (a).This agreement is valid from : **01/04/2024** to **31/12/2025**
(b).Circulation Accepted: **25000**
(c).Agreed Rate per Sq.cm : **Rs. 16.86 [Rs sixteen Rupees and eight six Paise]**
(d).Net Rate after agency discount of 15% to CBC: **14.33** (Additional discount of 10% for UPSC & SSC advts)
(e).These rates will be revised in case of any change in the basis of calculation.
- The publisher will not offer a lower rate than this to any other advertiser. **CBC** will automatically reduce the rate accordingly.
- Circulation figures and other information provided by the publisher, if found incorrect later,may lead to stoppage of Government advertisements, recovery of payments and any other action deemed appropriate by Government.
- Payment will be made by CBC as per actual space used, on receipt of published copy of the advertisement along with bills.
- The publisher undertakes that the Newspaper fulfills all the terms & conditions of the Print Media Advertisement Policy, as amended from time to time and also meets all statutory requirements under the PRB Act. The publisher also undertakes that the title of the publication, the periodicity of the publication, the name of the printing press etc. remain the same as in original RNI records.
- The publisher undertakes that his Newspaper stated above fulfill the requirement of up-to-date payment of PCI levy, subscription to EPF, subscription to the News Agencies approved under the Print Media Advertisement Policy of Government of India-2020, owns the printing press and prints the number of pages as claimed for marking purposes under the policy. If at any stage it is found that his/her Newspaper has defaulted on claims made in this regard in the past or in future, his/her publication shall be liable for cancellation of empanelment, recovery of advertisement amount and any other action deemed fit by the Government.
- The publisher also undertakes in respect of this Newspaper, that it is being printed as per claims made at the printing press as declared in RNI certificate and fulfill all the applicable statutory requirements.
- Refusal to publish advertisement released by CBC may lead to cancellation of empanelment.
- The publisher shall intimate immediately to CBC of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.
- The publisher accepts all the terms and conditions of the Advertising Policy of the Government as amended from time-to-time and notified on the website of CBC <https://cbcindia.gov.in/>
- The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
- Decision of DG / Principal DG, CBC will be final in respect of adherence or otherwise to the above mentioned conditions / Print Media Advertisement Policy. However in case of dispute the same will fall under the legal jurisdiction of the Courts of Delhi.
- The contract will be valid only after the authorized signatory has accepted this Advertisement Rate Contract Agreement through the vendor login at the specified area.
- This has to be done within two weeks failing which it will be presumed that the publisher is not interested in the Rate Contract.**

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC

Publisher Name : MOHAMMAD GAUHAR

(यशपाल / YASHPAL)
माध्यम अधिकारी / Media Executive
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

Rate Contract Accept Date: 01/04/2024

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Central Bureau of Communication

Ministry of Information and Broadcasting, Govt. of India

Soochna Bhawan, Phase 4, CGO Complex, Lodhi Road, New Delhi-110003

ADVERTISING RATE CONTRACT AGREEMENT

This agreement is being entered into between CBC, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under :

CBC Code : 162088

**RNI Regn. : TNURD/2017/71669
[CA][Standard][UNBOUND][Colour]**

Name, Language : **TAASIR, URDU**
Periodicity, Place : **DAILY (M), CHENNAI**
Address : **77 MINT MODERN CITY, BHOJARAJA NAGAR,
OLD WASHERMENPET
CHENNAI, TAMIL NADU-600021**

1. (a) This agreement is valid from : **14/12/2023 to 31/12/2025**
(b) Circulation Accepted : **25000 [Twenty Five Thousand]**
(c) Agreed Rate per Sq.cm : **Rs.16.8700 [Rupees Sixteen and Paisa Eighty Seven Only]**
(d) Net Rate after agency discount of 15% to CBC : **Rs.14.3400 [Rupees Fourteen and Paisa Thirty Four Only]**
(Additional discount of 10% for UPSC & SSC advts)
(e) These rates will be revised in case of any change in the basis of calculation.
2. The publisher will not offer a lower rate than this to any other advertiser. CBC will automatically reduce the rate accordingly.
3. Circulation figures and other information provided by the publisher, if found incorrect later, may lead to stoppage of Government advertisements, recovery of payments and any other action deemed appropriate by Government.
4. Payment will be made by CBC as per actual space used, on receipt of published copy of the advertisement along with bills.
5. The publisher undertakes that his Newspaper fulfill all the terms & conditions of the Print Media Advertisement Policy, as amended from time to time and also meets all statutory requirements under the PRB Act. The publisher also undertakes that the title of the publication, the periodicity of the publication, the name of the printing press etc. remain the same as in original RNI records.
6. The publisher undertakes that his Newspaper stated above fulfill the requirement of up-to-date payment of PCI levy, subscription to EPF, subscription to the News Agencies approved under the Print Media Advertisement Policy of Government of India-2020, owns the printing press and prints the number of pages as claimed for marking purposes under the policy. If at any stage it is found that his/her Newspaper has defaulted on claims made in this regard in the past or in future, his/her publication shall be liable for cancellation of empanelment, recovery of advertisement amount and any other action deemed fit by the Government.
7. The publisher also undertakes in respect of this Newspaper, that it is being printed as per claims made at the printing press as declared in RNI certificate and fulfill all the applicable statutory requirements.
8. Refusal to publish advertisement released by CBC may lead to cancellation of empanelment.
9. The publisher shall intimate immediately to CBC of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.



10. The publisher accepts all the terms and conditions of the Advertising Policy of the Government as amended from time-to-time and notified on the website of CBC <http://www.davp.nic.in>
11. The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
12. Decision of DG / Principle DG, CBC will be final in respect of adherence or otherwise to the above mentioned conditions / Print Media Advertisement Policy. However in case of dispute the same will fall under the legal jurisdiction of the Courts of Delhi.
13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a print out of this Advertisement Rate Contract Agreement, putting a signature with seal by the authorized signatory of the Publisher at the earmarked place & on each page and emailing a scanned copy of the same to E-mail ID: mediaratel@gmail.com . This has to be done within a week and the original signed copy should reach CBC within two weeks, failing which it will be presumed that the publisher is not interested in the Rate Contract.

Authorised Signatory
(Publisher)

Authorised Signatory
On behalf of CBC

Signature : _____
Name : _____
Designation : _____
Office Seal : _____
Date :

Signature : _____
Name : _____
Designation : _____
Office Seal : _____
Date :



Please return an ink signed copy of this Agreement, along w



18/01/2024

CENTRAL BUREAU OF COMMUNICATION

Ministry of Information and Broadcasting Govt. of India

Soochna Bhawan, Phase - V, CGO Complex, Lodhi Road, New Delhi, 110003

ADVERTISING RATE CONTRACT AGREEMENT

This agreement is being entered into between CBC, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under :

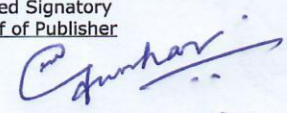

CBC Code : 162101**RNI Regn. :****Title of Newspaper** : TAASIR**CIR Base** : CA**Registration No.** :**Quality of Paper** : Ordinary**Language** : Urdu(URD)**Printing** : Color**Periodicity** : DAILY(M)**Binding** : Unbound**Place of Publication** : BANGALORE**Page Size: Length * Width** : [52.00 Cm] [33.00 Cm]**Address** : 117, 3rd Floor, Narayana Rao Building, Cubbonpet Road, Bangalore, KAR, 560002**No. of pages** : 8**Total Print Area** : 13728.00 Sq.Cms

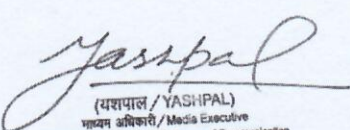
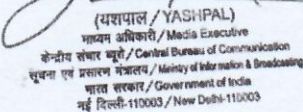
- (a) This agreement is valid from : **18/01/2024 to 31/12/2025**
(b) Circulation Accepted : **25000 []**
(c) Agreed Rate per Sq.cm : **Rs. 16.86 [****Rs SIXTEEN AND EIGHTY SIX PAISA ONLY]**
(d) Net Rate after agency discount of 15% to CBC : **14.33**
(Additional discount of 10% for UPSC & SSC advts)
(e) These rates will be revised in case of any change in the basis of calculation.
- The publisher will not offer a lower rate than this to any other advertiser. **CBC** will automatically reduce the rate accordingly.
- Circulation figures and other information provided by the publisher, if found incorrect later, may lead to stoppage of Government advertisements, recovery of payments and any other action deemed appropriate by Government.
- Payment will be made by CBC as per actual space used, on receipt of published copy of the advertisement along with bills.
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- The publisher also undertakes in respect of this Newspaper, that it is being printed as per claims made at the printing press as declared in RNI certificate and fulfill all the applicable statutory requirements.
- Refusal to publish advertisement released by CBC may lead to cancellation of empanelment.
- The publisher shall intimate immediately to CBC of any change in printer/publisher/size/periodicity/language/place of publication and censure by PCI or conviction by the Court of Law, etc.
- The publisher accepts all the terms and conditions of the Advertising Policy of the Government as amended from time-to-time and notified on the website of CBC <https://cbcindia.gov.in/>
- The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
- Decision of DG / Principal DG, CBC will be final in respect of adherence or otherwise to the above mentioned conditions / Print Media Advertisement Policy. However in case of dispute the same will fall under the legal jurisdiction of the Courts of Delhi.
- The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a print out of this Advertisement Rate Contract Agreement, putting a signature with seal by the authorized signatory of the Publisher at the earmarked place & on each page and uploading a scanned copy of the same through the vendor login at the specified area.

Disclaimer : Non submission of rate contract or submission of unsigned copy of rate contract (if uploaded) will be taken as non acceptance of the rate contract

Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC

Signature : 
Name : MOHAMMAD GAUHAR
Designation : PUBLISHER
Office Seal : 
Date : 18/01/2024

Signature : 
Name : Yashpal
Designation : (यशपाल / YASHPAL)
Media Executive
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003
Office Seal : 
Date :

Please upload an ink signed copy of this Agreement, along with office seal for issuance of Rate Contract.

18/01/2024



CENTRAL BUREAU OF COMMUNICATION

Ministry of Information and Broadcasting Govt. of India

Soochna Bhawan, Phase - V, CGO Complex, Lodhi Road, New Delhi, 110003

ADVERTISING RATE CONTRACT AGREEMENT

This agreement is being entered into between CBC, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under :

CBC Code : 162096

RNI Regn. : ASSURD/2015/63590

Title of Newspaper : TAASIR
Registration No. : ASSURD/2015/63590
Language : Urdu(URD)
Periodicity : DAILY(M)
Place of Publication : GUWAHATI
Address : HOUSE NO.1, DHURBA PRASAD
SARMAH'S HOUSE, RUPNAGAR, SRI
SRI BISHNU PATH, P.O.INDRAPUR,
GUWAHATI-781032, GUWAHATI, AS,
781032



CIR Base : CA
Quality of Paper : Standard
Printing : Color
Binding : Unbound
Page Size: Length * Width : [52.00 Cm] [33.00 Cm]
No. of pages : 8
Total Print Area : 13728.00 Sq.Cms

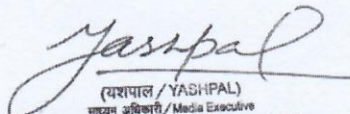
- (a) This agreement is valid from : **18/01/2024 to 31/12/2025**
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(d) Net Rate after agency discount of 15% to CBC : **14.33**
(Additional discount of 10% for UPSC & SSC advts)
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Authorised Signatory
On behalf of Publisher

Authorised Signatory
On behalf of CBC

Signature : 
Name : **MOHAMMAD GAUHAR**
Designation : **PUBLISHER**
Office Seal : 
Date : **18/01/2024**

Signature : 
Name : **Yashpal**
Designation : **(यशपाल / YASHPAL)**
माध्यम अधिकारी / Media Executive
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

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