

# TAASIR - A LEADING NATIONAL URDU DAILY OF INDIA

## CONSOLIDATED CURRENT CBC/DAVP RATES ( Website: <https://taasir.com/> )

Sr. No	Publication	Edition/City	State/UT	Language	Frequency	B/W Rate/Sq.cm	Colour Rate/Sq.Cm (40% Extra)	Circulations Accepted	Edition wise Email IDs	DAVP/CBC rate Remarks
1	TAASIR	Delhi	Delhi	Urdu	Daily	52.0500	72.8700	1,09,833	<a href="mailto:taasirdelhi@gmail.com">taasirdelhi@gmail.com</a>	DAVP/CBC rate card available
2	TAASIR	Ranchi	Jharkhand	Urdu	Daily	53.6700	75.1380	1,13,244	<a href="mailto:taasirranchi@gmail.com">taasirranchi@gmail.com</a>	DAVP/CBC rate card available
3	TAASIR	Patna	Bihar	Urdu	Daily	47.3900	66.3460	99,197	<a href="mailto:taasirpatna@gmail.com">taasirpatna@gmail.com</a>	DAVP/CBC rate card available
4	TAASIR	Muzzaffarpur	Bihar	Urdu	Daily	30.0300	42.0420	46,023	<a href="mailto:taasirmuzzaffarpur@gmail.com">taasirmuzzaffarpur@gmail.com</a>	DAVP/CBC rate card available
5	TAASIR	Howrah	West Bengal	Urdu	Daily	16.8600	23.6040	25,000	<a href="mailto:taasirhowrah@gmail.com">taasirhowrah@gmail.com</a>	DAVP/CBC rate card available
6	TAASIR	Chennai	Tamil Nadu	Urdu	Daily	16.8700	23.6180	25,000	<a href="mailto:taasirchennai@gmail.com">taasirchennai@gmail.com</a>	DAVP/CBC rate card available
7	TAASIR	Bangalore	Karnataka	Urdu	Daily	16.8600	23.6040	25,000	<a href="mailto:taasirbangalore@gmail.com">taasirbangalore@gmail.com</a>	DAVP/CBC rate card available
8	TAASIR	Guwahati	Assam	Urdu	Daily	16.8600	23.6040	25,000	<a href="mailto:taasirguwahati@gmail.com">taasirguwahati@gmail.com</a>	DAVP/CBC rate card available
9	TAASIR	Mumbai	Maharashtra	Urdu	Daily	16.8600	23.6040	25,000	<a href="mailto:taasirmumbai@gmail.com">taasirmumbai@gmail.com</a>	DAVP/CBC rate card available
10	TAASIR	Bhagalpur	Bihar	Urdu	Daily	16.8600	23.6040	25,000	<a href="mailto:taasirbhagalpur@gmail.com">taasirbhagalpur@gmail.com</a>	DAVP/CBC rate card available
11	TAASIR	Gangtok	Sikkim	Urdu	Daily	16.8600	23.6040	25,000	<a href="mailto:taasirgangtok@gmail.com">taasirgangtok@gmail.com</a>	DAVP/CBC rate card available
					TOTAL	₹ 301.1700	₹ 421.6380	5,43,297		



For TAASIR  
Media Executive

**Note:** Please send Cc email for all communications to [sshamim1974@gmail.com](mailto:sshamim1974@gmail.com) also.  
GST will be charges for all advertisements @5% extra.  
Agency discount: @15%  
For further details please click on <https://taasir.com/tariff/>

**Contacts:**  
9431025219 / 9958274003

# TAASIR- A NATIONAL URDU DAILY

(A Multi Editions National Urdu Daily)

**ADVERTISEMENTS TARIFF UPDATED ON 22-OCT-2024**

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-BHAGALPUR (BIHAR)**

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-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

**TAASIR-MUMBAI (MAHARASHTRA)**

<b>Rate</b>	<b>Circulaion</b>	<b>Size(in Sqcm)</b>		<b>Rate B/W (₹)</b>	<b>Colour</b>
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-GANGTOK (SIKKIM)**

<b>Rate</b>	<b>Circulaion</b>	<b>Size(in Sqcm)</b>		<b>Rate B/W (₹)</b>	<b>Colour</b>
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 other details please log on <https://taasir.com/> Mob. +91-9431025219 / 9958274003, GST@5% Extra on above tariff**

*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:

<b>CBC Newspaper Code</b>	: 161812	<b>RNI Regn. No.</b>	: DELURD/2013/49439
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: RNI
<b>Language</b>	: Urdu	<b>Quality of paper</b>	: Standard
<b>Periodicity</b>	: Daily (M)	<b>Printing</b>	: Color
<b>Place of Publication</b>	: DELHI	<b>Binding</b>	: Unbound
<b>Address</b>	: G-1/37 4DAAL MILL ROADBLOCK-G- TUTTAM NAGAR NEW DELHI	<b>Page Size: Length*Width</b>	: [52.00 cm] [33.00 cm]
		<b>No of Pages</b>	: 8
		<b>Print Area Per Page</b>	: 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 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)  
मानव अधिकारी / Media Executive  
केन्द्रीय सूचना बोर्ड / Central Bureau of Communication  
सूचना एवं प्रसारण विभाग / Ministry of Information & Broadcasting  
नया दिल्ली / Government of India  
नया दिल्ली-110003 / New Delhi-110003

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:

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

- (a). This agreement is valid from : **01/04/2024** to **21/12/2025**  
(b). Circulation Accepted: **113244**  
(c). Agreed Rate per Sq.cm : **Rs. 53.67 [Rs Fifty-three and Sixty-seven Paise]**  
(d). Net Rate after agency discount of 15% to CBC: **45.62** (Additional discount of 10% for UPSC & SSC advt)  
(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)  
महान अधिकारी / Media Executive  
केन्द्रीय सूचना ब्यूरो / Central Bureau of Communication  
मन्त्रालय एवं प्रसारण विभाग / Ministry of Information & Broadcasting  
नया दिल्ली / Government of India  
न्यू दिल्ली-110003 / New Delhi-110003

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:

<b>CBC Newspaper Code</b>	: 161654	<b>RNI Regn. No.</b>	: BIHURD/2013/47670
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: RNI
<b>Language</b>	: Urdu	<b>Quality of paper</b>	: Standard
<b>Periodicity</b>	: Daily(M)	<b>Printing</b>	: Color
<b>Place of Publication</b>	: PATNA	<b>Binding</b>	: Unbound
<b>Address</b>	: 711, JAGAT TRADE CENTREFRASER ROADDISTT: PATNA BIHAR-801105	<b>Page Size:Length*Width</b>	: [52.00 cm] [33.00 cm]
		<b>No of Pages</b>	: 12
		<b>Print Area Per Page</b>	: 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 and Thirty-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/>
- 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)  
मध्यम अधिकारी / Media Executive  
केन्द्रीय सूचना बोर्ड / Central Bureau of Communication  
सूचना एवं प्रसारण विभाग / Ministry of Information & Broadcasting  
नया दिल्ली / Government of India  
नया दिल्ली-110003 / New Delhi-110003

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:

<b>CBC Newspaper Code</b>	: 161823	<b>RNI Regn. No.</b>	: BIHURD/2013/54407
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: RNI
<b>Language</b>	: Urdu	<b>Quality of paper</b>	: Standard
<b>Periodicity</b>	: Daily (M)	<b>Printing</b>	: Color
<b>Place of Publication</b>	: MUZAFFARPUR	<b>Binding</b>	: Unbound
<b>Address</b>	: RIZWAN AHMAD HOUSEKALYANI KEDARNATH ROADKESRI GALI	<b>Page Size: Length*Width</b>	: [52.00 cm] [33.00 cm]
		<b>No of Pages</b>	: 8
		<b>Print Area Per Page</b>	: 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 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)  
मानक अधिकारी / Media Executive  
केन्द्रीय सूचना बोर्ड / Central Bureau of Communication  
सूचना एवं प्रसारण विभाग / Ministry of Information & Broadcasting  
नया दिल्ली / Government of India  
न्यू दिल्ली-110003 / New Delhi-110003

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:

<b>CBC Newspaper Code</b>	: 161933	<b>RNI Regn. No.</b>	: WBURD/2016/68229
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: CA
<b>Language</b>	: Urdu	<b>Quality of paper</b>	: Standard
<b>Periodicity</b>	: Daily (M)	<b>Printing</b>	: Color
<b>Place of Publication</b>	: HOWRAH	<b>Binding</b>	: Unbound
<b>Address</b>	: H/O FAKHREALAMBARABAGAN, BANKRA NO.IP.S.DOMJUR	<b>Page Size:Length*Width</b>	: [52.00 cm] [33.00 cm]
		<b>No of Pages</b>	: 8
		<b>Print Area Per Page</b>	: 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 and Eighty-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)  
मानव अधिकारी / Media Executive  
केन्द्रीय सूचना बोर्ड / Central Bureau of Communication  
सूचना एवं प्रसारण विभाग / Ministry of Information & Broadcasting  
नया दिल्ली / Government of India  
न्यू दिल्ली-110003 / New Delhi-110003

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:

<b>CBC Newspaper Code</b>	: 162088	<b>RNI Regn. No.</b>	: TNURD/2017/71669
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: CA
<b>Language</b>	: Urdu	<b>Quality of paper</b>	: Standard
<b>Periodicity</b>	: Daily(M)	<b>Printing</b>	: B/W
<b>Place of Publication</b>	: CHENNAI	<b>Binding</b>	: Unbound
<b>Address</b>	: 77 MINT MODERN CITYBHOJARAJA NAGAROLD WASHERMENPET	<b>Page Size:Length*Width</b>	: [52.00 cm] [33.00 cm]
		<b>No of Pages</b>	: 0
		<b>Print Area Per Page</b>	: 1716 Sq.Cms

- (a). This agreement is valid from : **14/12/2023** to **31/12/2025**  
(b). Circulation Accepted: **25000**  
(c). Agreed Rate per Sq.cm : **Rs. 16.87 [Rs Sixteen and Eighty-seven Paise]**  
(d). Net Rate after agency discount of 15% to CBC: **14.34** (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)  
मानव अधिकारी / Media Executive  
केन्द्रीय सूचना बोर्ड / Central Bureau of Communication  
सूचना एवं प्रसारण विभाग / Ministry of Information & Broadcasting  
नया दिल्ली / Government of India  
न्यू दिल्ली-110003 / New Delhi-110003

Date of Issue of RC: 14/12/2023



## 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:

<b>CBC Newspaper Code</b>	: 162101	<b>RNI Regn. No.</b>	:
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: CA
<b>Language</b>	: Urdu	<b>Quality of paper</b>	: Ordinary
<b>Periodicity</b>	: Daily (M)	<b>Printing</b>	: Color
<b>Place of Publication</b>	: BANGALORE	<b>Binding</b>	: Unbound
<b>Address</b>	: 117, 3rd Floor, Narayana Rao Building, Cubbonpet Road	<b>Page Size: Length*Width</b>	: [52.00 cm] [33.00 cm]
		<b>No of Pages</b>	: 8
		<b>Print Area Per Page</b>	: 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 and Eighty-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)  
मध्यम अधिकारी / Media Executive  
केन्द्रीय सूचना बोर्ड / Central Bureau of Communication  
सूचना एवं प्रसारण विभाग / Ministry of Information & Broadcasting  
नया दिल्ली / Government of India  
न्यू दिल्ली-110003 / New Delhi-110003

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:


<b>CBC Newspaper Code</b>	: 162096	<b>RNI Regn. No.</b>	: ASSURD/2015/63590
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: CA
<b>Language</b>	: Urdu	<b>Quality of paper</b>	: Standard
<b>Periodicity</b>	: Daily(M)	<b>Printing</b>	: Color
<b>Place of Publication</b>	: GUWAHATI	<b>Binding</b>	: Unbound
<b>Address</b>	: HOUSE NO.1, DHURBA PRASAD SARMAH'S HOUSE, RUPNAGAR, SRI SRI BISHNU PATH, P.O.INDRAPUR, GUWAHATI-781032	<b>Page Size:Length*Width</b>	: [52.00 cm] [33.00 cm]
		<b>No of Pages</b>	: 8
		<b>Print Area Per Page</b>	: 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 and Eighty-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)  
मानव अधिकारी / Media Executive  
केन्द्रीय सूचना बोर्ड / Central Bureau of Communication  
मंत्रालय सूचना विभाग / Ministry of Information & Broadcasting  
नया दिल्ली / Government of India  
न्यू दिल्ली-110003 / New Delhi-110003

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:

<b>CBC Newspaper Code</b>	: 162106	<b>RNI Regn. No.</b>	: MAHURD/2021/82354
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: CA
<b>Language</b>	: Urdu	<b>Quality of paper</b>	: Standard
<b>Periodicity</b>	: Daily(M)	<b>Printing</b>	: Color
<b>Place of Publication</b>	: MUMBAI	<b>Binding</b>	: Unbound
<b>Address</b>	: KHALIL MANSION VATSALA TAI NIKE NAGAR ADJACENT RATION SHOP NEAR BALWADIKURLA SIGNAL CHEMBUR DIST MUMBAI 400071 MAHARASHTRA	<b>Page Size:Length*Width</b>	: [52.00 cm] [33.00 cm]
		<b>No of Pages</b>	: 8
		<b>Print Area Per Page</b>	: 1716 Sq.Cms

- (a). This agreement is valid from : **12/09/2024 to 31/12/2025**
- (b). Circulation Accepted: **25000**
- (c). Agreed Rate per Sq.cm : **Rs. 16.86 [Rs Sixteen and Eighty-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.
- 14. 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)  
मध्यम अधिकारी / Media Executive  
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication  
सूचना एवं संचार विभाग / Ministry of Information & Broadcasting  
नया दिल्ली / Government of India  
ई. 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:

<b>CBC Newspaper Code</b>	: 162112	<b>RNI Regn. No.</b>	: BIHURD/2017/74979
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: CA
<b>Language</b>	: Urdu	<b>Quality of paper</b>	: Standard
<b>Periodicity</b>	: Daily(M)	<b>Printing</b>	: Color
<b>Place of Publication</b>	: BHAGALPUR	<b>Binding</b>	: Bound
<b>Address</b>	: 92 SOHRAB MANSION AHMED COLONY AT GHANI CHAK POST BHAGALPUR CITY PS MOJAHIDPUR DISTT BHAGALPUR BIHAR PIN 812002	<b>Page Size:Length*Width</b>	: [51.00 cm] [32.00 cm]
		<b>No of Pages</b>	: 8
		<b>Print Area Per Page</b>	: 1632 Sq.Cms

- (a). This agreement is valid from : **19/09/2024 to 31/12/2025**  
(b). Circulation Accepted: **25000**  
(c). Agreed Rate per Sq.cm : **Rs. 16.86 [Rs Sixteen and Eighty-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)  
सूचना अधिकारी / Media Executive  
केन्द्रीय सूचना ब्यूरो / Central Bureau of Communication  
सूचना एवं प्रसारण विभाग / Ministry of Information & Broadcasting  
भारत सरकार / Government of India  
नई दिल्ली-110003 / New Delhi-110003

Date of Issue of RC: 19/09/2024



## 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:

<b>CBC Newspaper Code</b>	: 162121	<b>RNI Regn. No.</b>	: SIKURD/2014/59816
<b>Title of Newspaper</b>	: TAASIR	<b>CIR Base</b>	: CA
<b>Language</b>	: Urdu	<b>Quality of paper</b>	: Standard
<b>Periodicity</b>	: Daily(M)	<b>Printing</b>	: Color
<b>Place of Publication</b>	: EAST GANGTOK	<b>Binding</b>	: Bound
<b>Address</b>	: BELOW CITIZEN BANK NAMNANG ROAD	<b>Page Size:Length*Width</b>	: [52.00 cm] [32.00 cm]
		<b>No of Pages</b>	: 8
		<b>Print Area Per Page</b>	: 1664 Sq.Cms

- (a).This agreement is valid from : **25/10/2024 to 31/12/2025**  
(b).Circulation Accepted: **25000**  
(c).Agreed Rate per Sq.cm : **Rs. 16.86 [Rs Sixteen and Eighty-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  
केंद्रीय संचार बोर्डो / Central Bureau of Communication  
सूचना एवं प्रसारण विभाग / Ministry of Information & Broadcasting  
भारत सरकार / Government of India  
नई दिल्ली-110003 / New Delhi-110003

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