

**TAASIR - A LEADING NATIONAL URDU DAILY OF INDIA**  
**CONSOLIDATED CURRENT CBC/DAVP RATES WEF.01-DEC-2025 ( 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	82.50	115.50	1,38,250	<a href="mailto:taasirdelhi@gmail.com">taasirdelhi@gmail.com</a>	DAVP/CBC rate card available
2	TAASIR	Ranchi	Jharkhand	Urdu	Daily	67.58	94.61	1,13,244	<a href="mailto:taasirranchi@gmail.com">taasirranchi@gmail.com</a>	DAVP/CBC rate card available
3	TAASIR	Patna	Bihar	Urdu	Daily	82.41	115.37	1,38,100	<a href="mailto:taasirpatna@gmail.com">taasirpatna@gmail.com</a>	DAVP/CBC rate card available
4	TAASIR	Muzzaffarpur	Bihar	Urdu	Daily	59.68	83.55	88,500	<a href="mailto:taasirmuzaffarpur@gmail.com">taasirmuzaffarpur@gmail.com</a>	DAVP/CBC rate card available
5	TAASIR	Howrah	West Bengal	Urdu	Daily	23.08	32.31	23,850	<a href="mailto:taasirhowrah@gmail.com">taasirhowrah@gmail.com</a>	DAVP/CBC rate card available
6	TAASIR	Chennai	Tamil Nadu	Urdu	Daily	23.08	32.31	24,750	<a href="mailto:taasirchennai@gmail.com">taasirchennai@gmail.com</a>	DAVP/CBC rate card available
7	TAASIR	Bangalore	Karnataka	Urdu	Daily	23.08	32.31	24,800	<a href="mailto:taasirbangalore@gmail.com">taasirbangalore@gmail.com</a>	DAVP/CBC rate card available
8	TAASIR	Guwahati	Assam	Urdu	Daily	23.08	32.31	24,800	<a href="mailto:taasirguwahati@gmail.com">taasirguwahati@gmail.com</a>	DAVP/CBC rate card available
9	TAASIR	Mumbai	Maharashtra	Urdu	Daily	23.08	32.31	25,000	<a href="mailto:taasirmumbai@gmail.com">taasirmumbai@gmail.com</a>	DAVP/CBC rate card available
10	TAASIR	Bhagalpur	Bihar	Urdu	Daily	23.08	32.31	23,200	<a href="mailto:taasirbhagalpur@gmail.com">taasirbhagalpur@gmail.com</a>	DAVP/CBC rate card available
11	TAASIR	Gangtok	Sikkim	Urdu	Daily	23.08	32.31	22,750	<a href="mailto:taasirgangtok@gmail.com">taasirgangtok@gmail.com</a>	DAVP/CBC rate card available
12	TAASIR	Bhopal	Madhya Pradesh	Urdu	Daily	23.08	32.31	24,750	<a href="mailto:taasirbhopal@gmail.com">taasirbhopal@gmail.com</a>	DAVP/CBC rate card available
					TOTAL	476.81	667.53	6,71,994		

  
(OM PRAKASH SINGH)  
For TAASIR  
Advertisement Manager

**Note:** Please send **Cc email** for all communications to **sshaimim1974@gmail.com** also.  
GST will be charges for all advertisements @5% extra.  
Agency discount: @15%  
Extra Premium Charges for Front Jacket 75% and Page-3 and Last Page = 25% extra on base rate as per CBC/DAVP.  
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 WEF. 01-DEC-2025

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

### TAASIR DELHI

Rate @ per sq.cm (₹)	Circulation	Advertisement size in Centi Meter	Ad Area in Sq.Cm.	Total Amount B/W (₹)	Total Amount for Colour (₹) (40% Extra)
82.50	1,38,250	Full-Page(52X33)	1716	1,41,570.00	1,98,198.00
82.50	1,38,250	Half - Page (25X33)	825	68,062.50	95,287.50
82.50	1,38,250	Quarter Page (16 X 25 )	400	33,000.00	46,200.00

### TAASIR-RANCHI (JHARKHAND)

Rate	Circulation	Size(in Sqcm)		Rate B/W (₹)	Colour
67.58	1,13,224	Full-Page(52X33)	1716	1,15,967.28	1,62,354.19
67.58	1,13,224	Half - Page (25X33)	825	55,753.50	78,054.90
67.58	1,13,224	Quarter Page (16 X 25 )	400	27,032.00	37,844.80

### TAASIR-PATNA (BIHAR)

Rate	Circulation	Size(in Sqcm)		Rate B/W (₹)	Colour
82.41	1,38,100	Full-Page(52X33)	1716	1,41,415.56	1,97,981.78
82.41	1,38,100	Half - Page (25X33)	825	67,988.25	95,183.55
82.41	1,38,100	Quarter Page (16 X 25 )	400	32,964.00	46,149.60

### TAASIR-MUZAFFARPUR (BIHAR)

Rate	Circulation	Size(in Sqcm)		Rate B/W (₹)	Colour
59.68	88,500	Full-Page(52X33)	1716	1,02,410.88	1,43,375.23
59.68	88,500	Half - Page (25X33)	825	49,236.00	68,930.40
59.68	88,500	Quarter Page (16 X 25 )	400	23,872.00	33,420.80

**TAASIR-BHAGALPUR (BIHAR)**

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	23,200	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	23,200	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	23,200	Quarter Page (16 X 25 )	400	9,232.00	12,924.80

**TAASIR-HOWRAH (WEST BENGAL)**

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	23,850	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	23,850	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	23,850	Quarter Page (16 X 25 )	400	9,232.00	12,924.80

**TAASIR-CHENNAI (TAMIL NADU)**

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	24,750	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	24,750	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	24,750	Quarter Page (16 X 25 )	400	9,232.00	12,924.80

**TAASIR-BANGALORE (KARNATAKA)**

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	24,800	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	24,800	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	24,800	Quarter Page (16 X 25 )	400	9,232.00	12,924.80

**TAASIR-GUWAHATI (ASSAM)**

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	24,800	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	24,800	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	24,800	Quarter Page (16 X 25 )	400	9,232.00	12,924.80

**TAASIR-MUMBAI (MAHARASHTRA)**

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	25,000	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	25,000	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	25,000	Quarter Page (16 X 25 )	400	9,232.00	12,924.80

**TAASIR-GANGTOK (SIKKIM)**

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	25,000	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	25,000	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	25,000	Quarter Page (16 X 25 )	400	9,232.00	12,924.80

**TAASIR-BHOPAL (MADHYA PRADESH)**

Rate	Circulaion	Size(in Sqcm)		Rate B/W (₹)	Colour
23.08	24,750	Full-Page(52X33)	1716	39,605.28	55,447.39
23.08	24,750	Half - Page (25X33)	825	19,041.00	26,657.40
23.08	24,750	Quarter Page (16 X 25 )	400	9,232.00	12,924.80

**For other details please log on <https://taasir.com/> Mob. +91-9431025219 / 9958274003, GST@5% Extra on above tariff**

**Note:** Please send **Cc email** for all communications to **sshhamim1974@gmail.com** also.  
GST will be charges for all advertisements @5% extra.  
Agency discount: @15%  
Extra Premium Charges for Front Jacket 75% and Page-3 and Last Page = 25% extra on base rate as per CBC/DAVP.



**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- IUTTAM 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 : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **138250**
  - (c) Agreed Rate per Sq.cm : **Rs. 82.50 [Rs. Eighty-two and Fifty Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **70.12** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
    - 3rd Page / Last Page : 25% premium (on base rate)
  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
  - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
  - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- \*Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
  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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
  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 <https://cbcindia.gov.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 / 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.
  13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 area,only.

**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

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
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

Soचना भवन, 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 PLAZABESIDES INDIRA PALACEHINOO, P.O & P.S. DORANDARANCHI-834002JHARKHAND	<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 : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **113244**
  - (c) Agreed Rate per Sq.cm : **Rs. 67.58 [Rs. Sixty-seven and Fifty-eight Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **57.44** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
    - 3rd Page / Last Page : 25% premium (on base rate)
  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
  - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
  - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- \*Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
  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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
  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 <https://cbcindia.gov.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 / 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.
  13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 area,only.

**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

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
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:

<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 : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **138100**
  - (c) Agreed Rate per Sq.cm : **Rs. 82.41 [Rs. Eighty-two and Forty-one Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **70.05** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
    - 3rd Page / Last Page : 25% premium (on base rate)
  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
  - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
  - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- \*Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
  - 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 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.
  - 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.
  - In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
  - 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 printout 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 area,only.

**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

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
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:

<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 : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **88500**
  - (c) Agreed Rate per Sq.cm : **Rs. 59.68 [Rs. Fifty-nine and Sixty-eight Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **50.73** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
    - 3rd Page / Last Page : 25% premium (on base rate)
  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
  - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
  - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- \*Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
  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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
  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 <https://cbcindia.gov.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 / 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.
  13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 area,only.

**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

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
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:

<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] [32.00 cm]
		<b>No of Pages</b>	: 8
		<b>Print Area Per Page</b>	: 1664 Sq.Cms

- (a) This agreement is valid from : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **25000**
  - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
    - 3rd Page / Last Page : 25% premium (on base rate)
  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
  - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
  - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- \*Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
  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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
  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 <https://cbcindia.gov.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 / 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.
  13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 area,only.

**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

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication  
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting  
भारत सरकार / Government of India  
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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:

<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>	: Color
<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>	: 8
		<b>Print Area Per Page</b>	: 1716 Sq.Cms

- (a) This agreement is valid from : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **25000**
  - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
    - 3rd Page / Last Page : 25% premium (on base rate)
  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
  - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
  - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- \*Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
  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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
  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.
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  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 / 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.
  13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 area,only.

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Authorised Signatory  
On behalf of Publisher

Authorised Signatory  
On behalf of CBC

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
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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**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>	: KARURD/2014/58860
<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>	: Bengaluru	<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 : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **25000**
  - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
    - 3rd Page / Last Page : 25% premium (on base rate)
  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
  - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
  - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- \*Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
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  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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
  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 <https://cbcindia.gov.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 / 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.
  13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 area,only.

**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

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication  
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting  
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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:

<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 : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **25000**
  - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
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  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
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  8. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
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  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 <https://cbcindia.gov.in/>
  11. The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.
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  13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 area,only.

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Authorised Signatory  
On behalf of Publisher

Authorised Signatory  
On behalf of CBC

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
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:

<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 : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **25000**
  - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
    - 3rd Page / Last Page : 25% premium (on base rate)
  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
  - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
  - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- \*Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
  - 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 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.
  - 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.
  - In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
  - 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 printout 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 area,only.

**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

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication  
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting  
भारत सरकार / Government of India  
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**CENTRAL BUREAU OF COMMUNICATION**

Ministry of Information and Broadcasting Govt. of India

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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:

<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 : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **25000**
  - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
    - 3rd Page / Last Page : 25% premium (on base rate)
  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
  - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
  - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- \*Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
  - 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 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.
  - 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.
  - In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
  - 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 printout 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 area,only.

**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

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication  
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting  
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Ministry of Information and Broadcasting Govt. of India

Soचना भवन, 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>	: Unbound
<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 : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **25000**
  - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
    - 3rd Page / Last Page : 25% premium (on base rate)
  - (f) 1.5 times the base rate for dailies for all Non-Commercial display advertisements of PSUs, including Maharatna and Navratna PSUs and Public sector Banks and twice the base rate for dailies for Commercial display advertisements of all PSUs
  - (g) 25% premium rate (on base rate): PRGI/ABC circulation- verified dailies with circulation below 25000 copies
  - (h) 25% premium rate (on base rate):dailies with circulation below 25000 copies and registered with GST
- \*Provided that only one of the benefit at point (g) & (h) will be applicable.
- These rates will be revised in case of any change in the basis of calculation.
- 1.1 Premium rates for the first jacket, third page and back page in dailies shall be applicable only in cases, where CBC specifically desired the campaign as special campaign in the Release Order. Such premium rates shall not be applied by default and shall be applicable only when specified in the Release Order issued by CBC.
  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. In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized if the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.
  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 <https://cbcindia.gov.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 / 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.
  13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 area,only.

**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

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
केन्द्रीय संचार ब्यूरो / 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:

<b>CBC Newspaper Code</b>	: 162142	<b>RNI Regn. No.</b>	: MPURD/2021/84907
<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>	: BHOPAL	<b>Binding</b>	: Bound
<b>Address</b>	: B-1 AKANSHA APARTMENT GROUND FLOOR KOHEFIZA P S KOHEFIZA P O GPO	<b>Page Size:Length*Width</b>	: [50.00 cm] [32.00 cm]
		<b>No of Pages</b>	: 8
		<b>Print Area Per Page</b>	: 1600 Sq.Cms

- (a) This agreement is valid from : **01/12/2025 to 31/12/2025**
  - (b) Circulation Accepted: **25000**
  - (c) Agreed Rate per Sq.cm : **Rs. 23.08 [Rs. Twenty-three and Eight Paise]**
  - (d) Net Rate after agency discount of 15% to CBC: **19.62** (Additional discount of 10% for UPSC & SSC advts)
  - (e) Premium rate will be given for display advertisements in dailies
    - First Jacket / Top Page : 75% premium (on base rate)
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  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 / 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.
  13. The contract will be valid only after the authorized signatory has signed and returned the signed copy by taking a printout 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 area,only.

**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

  
इरशाद अली / Irshad Ali  
सहायक निदेशक / Assistant Director  
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication  
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting  
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