

**I & PR APPROVED RATES TOWARDS TELECAST OF
TV SPOTS AND SCROLLS – UPDATED 2019**

S.No	Name of the Channel	Rate for 10 sec	Scroll Rate	Strip Rate	Rate for L Band
	General Entertainment Channels				
1	DDK	5,000	-	-	-
2	GEMINI	8,000	-	-	-
3	E TV	7,250	-	-	-
4	GEMINI MOVIES	4,000	-	-	-
5	MAA TV	3,800	-	850	3000
6	ZEE Telugu	3,241	200	750	2,500
7	TV 1	1,000	-	-	-
8	VANITHA TV	1,000	100	175	500
9	MAA MUSIC	1000	100	300	750
10	MAA Movies	2000	150	300	1500
	News Channels				
11	TV 9	4,000	200	700	3,000
12	E TV 2	4,000	200	700	3,000
13	N TV	3,000	150	500	2,250
14	TV 5	3,000	150	500	-
15	SAKSHI TV	3,000	150	500	2,250
16	i- NEWS	3000	150	500	2,250
17	ABN Andhra Jyothi	3000	150	500	2,250
18	T NEWS	3000	150	500	2,250
19	HMTV	3000	75	300	1,125
20	MAHAA	3000	75	300	1,125
21	STUDIO-N	1500	75	300	1,125
22	V6 News	1000	75	300	750
23	10 TV	1000	75	300	750
24	CVR News	2500	75	300	750
25	AP 24 x 7	2500	75	300	750
26	Bhaarat Today	1650	75	300	750
27	4TV	1000	75	300	750
28	Raj News	1000	75	300	750
29	Sneha TV	1000	75	300	750
30	CVR English	2000	75	300	750
31	Prime 9 News	1000	75	300	750
32	1 TV News	1000	75	300	750
33	99 TV	1000	75	300	750
	Health Channels				
34	CVR Health	1000	75	300	750
35	ETV Life	1000	75	300	750
	Religious Channels				
36	SVB Channel (* LIVE) (# Other time)	2,500 * 1,000 #		-	-
37	Bhakthi TV	1,000	100	175	500
38	Subhavartha	1,000	150	-	
39	Aradhana	1,000	100	300	750
40	Calvary TV	1,000	75	300	750
41	CVR OM	1,500	75	300	750
	Others				
42	ETV - PLUS	1,000	75	300	750
43	ETV Abhiruchi	1,000	75	300	750
	Cable TV Networks				
44	SITI Cable	900	75	50	375
45	METRO TV (Cable TV)	400	75	50	375