

To  
The Prasar Bharati,  
Through  
The Director of Sales,  
Central Sales Unit,  
Commercial Broadcasting Service,  
All India Radio,  
MUMBAI - 400 020.

**\*\*Request No.** \_\_\_\_\_  
(\*To be filled by Web based Applicant)  
To  
The Prasar Bharati,  
Through  
The Station Director ( C )  
Commercial Broadcasting Service  
All India Radio

**Subject : Application for Registration status with  
Commercial Broadcasting Service, Akashvani.**

Sir,

On behalf of the under signed advertising agency, I hereby make application for granting Registration status by the Prasar Bharati through the Director of Sales, Central Sales Unit, Commercial Broadcasting Service, All India Radio, Mumbai - 400 020. (hereinafter referred to as Commercial Broadcasting Service). I submit the following information in answer to the questions below and agree that the information here in supplied is true to the best of my knowledge and belief and shall be the basis of the agreement between Commercial Broadcasting Service and the agency on the understanding that any inaccuracy or omission contained there in due to inadvertence, accident or otherwise will render the said agreement voidable at the option of Commercial Broadcasting Service, I also confirm having carefully read the "Regulation for advertisement on Akashvani" which came in force with effect from 01-06-1988 and agree to abide by these Regulations as amended by the Prasar Bharati/ Commercial Broadcasting Service from time to time.

1. Name of the Applicant / Agency

2. Place of business (full address)

3. Date of establishment

4. CONSTITUTION

(a) Is your firm registered with the Registrar of Firms / Companies etc.

(b) If a Private business ; Are you the sole Proprietor? If not, state the name and residential address of your partners, indicating with an asterisk those who take and active part in the conduct of the business.

(c) If a limited Company :

Date of Registration as a Limited Company:  
situation of Registered Office (If different from above) and other places of business (if any) Names and residential addresses of Directors. indicating with an asterisk those who take an active part in the conduct of the Business.

d) Enclose a copy of the authority under which the applicant has been authorized to sign the application on behalf of the Firm/Company

(e) Whether the Partners/Directors/Proprietor is a Retired Govt. Official? If so, the date of his/her them Retirement and the Department from which retired.

(f) Whether any relation of any of the Partners/Directors/ Proprietor of the Agency is working in Akashvani? If yes her/his name designation and official address should be given in the specimen form attached. The specimen should be signed by all the Partners/ Directors.

#### 5) ORGANISATIONAL INFORMATION :

i) Apart from the principals enumerated above, What staff is employed? Please give details.

ii) If sole Proprietor, any Partner or Director of the agency is salaried employee of any Advertiser?

#### 6) PRODUCTION DEPARTMENT:

(i) What arrangements you have for recording and supply of materials?

(ii) Do you carry on any business besides that of an advertising agency? If so, give details in including the total annual turnover of the said business and the turnover of the advertising agency section

(iii) What rent do you pay for premises stated above as your business address

#### 7) FINANCIAL STABILITY

(i) state here the amount of available working capital with full details of its structure.

(ii) Has any Director or Partner in your agency has been removed from the list of Registered agency of any other media or refused Registration as an advertising agency? if so give details.

(iii) Do you agree not to transfer, assign sublet or otherwise deal with your undertaking or business except with previous intimation in writing to the Prasar Bharati through the Commercial Broadcasting Service?

(iv) Any change in the Proprietorship or Partner Directors of the agency must be notified in writing to the Prasar Bharati through the Director of sales, Central Sales Unit, Commercial Broadcasting Service, All India Radio, Mumbai - 400 020 alongwith a similar personal guarantee as provided by the existing Partners or Directors as the case may be.

**BUSINESS CONNECTIONS:**

(i) State here last year's total turnover relating to accounts controlled by you, if any.

(ii) How much business do you expect to place during the forth-coming twelve months?

(a) With all advertising media.

(b) Only with Akashvani.

(iii) State here the names of existing clients who do business with you.

(iv) State the names of prospective clients you, expect to place business with you in the next year.

(v) Give a reference from your Banker(Nationalized/Scheduled) stating that your firm is maintaining a current account with them and your dealings with them are satisfactory. The certificate should be submitted in original.

Date :

Signature:

(With Seal of the Agency)

Place:

Full name and designation of the signatory:

Name of the Firm :

Business Address :

NOTE : 1) The Prasar Bharati through Commercial Broadcasting Services reserves the right to make reference to all or any of the clients listed above.

2) After the approval the Registration will be effective from the first of the month after the agreement regarding Registration is accepted by Akashwani.

3) All other information to be offered may be submitted in a separate statement.

List of documents required with the application :

1. Proprietary firm I) Certificate under Shop and Establishment Act.
2. Partnership Concern I) Partnership deed  
II) Registration Certificate with Registrar of Firms  
III) Certificate under Shop and Establishment Act.
2. Private Ltd Co:- I) Registration Certificate from the Registrar of Companies  
II) A copy of memorandum with Articles of Association.
3. Non-Relationship certificate with employees of AIR/Doordarshan - Signed by the Proprietors/Partners/Directors
4. Certificate from Nationalised/Scheduled Bank having **Current Account** with satisfactory operations.
5. Authority for signature
6. Full Name and designation of the signatory
7. A Demand Draft for Rs. 3,000/- towards processing fee per Application – non refundable. To be drawn in favour of “State Bank of India, A/c Prasar Bharati, All India Radio” payable at Mumbai.

### **C E R T I F I C A T E**

1. It is certified that I/We do not have any relation(s) working in ALL INDIA RADIO / DOORDARSHAN.

2. It is certified that I/We do have relation(s) working in ALL INDIA RADIO/ DOORDARSHAN. The official address and designation of my relation(s) are given below

1.

2.

Signature:

Place:

Name in Full :  
(Proprietor /Directors/ Partners of  
Agency)

Dated:

Name of the Agency

Note: Please strike out whichever certificate is not applicable.