

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:2683  
ANSWERED ON:21.08.2006  
NON PAYMENT OF PROGRAMMES AND ADVERTISEMENT  
Pandey Dr. Laxminarayan

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether some reputed companies have not paid the amount for their programmes and advertisements telecast on the Akashvani and Doordarshan;
- (b) if so, whether some of these companies have been blacklisted by the Government;
- (c) if so, the details of such companies along with the amount outstanding against each of them as on January 1, 2006;
- (d) whether these blacklisted companies are taking part in Prasar Bharati's programmes by changing their names; and
- (e) if so, the details of the actions taken by the Government to prevent such practice and to take actions against such companies?

**Answer**

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): Yes, Sir.

(b) & (c): Prasar Bharati has informed that action has been initiated by Doordarshan & AIR against all defaulting agencies, details of which are given in Annexure I and Annexure II respectively.

(d) No such case of benami companies have come to the notice

(e): Question does not arise.

**ANNEXURE - I**

**DOORDARSHAN**

ANNEXURE REFERRED TO IN REPLY TO PARTS (b) &(c) OF LOK SABHA UNSTARRED QUESTION NO. 2683 FOR ANSWER ON 21.08.2006.

Defaulting agencies on National Network for the Year 2005-06 as on 09.08.2006

a. Agencies against whom Arbitration Proceedings are in progress.

(Rs. in lacs)

S. No. Name of Agency Principal Interest

1	CREATIVE EYE, Peeragarhi, Delhi	1298	1166
2.	SREE MADHAV, Khar (W), Mumbai	1156	932
3.	FAME COMM. Worli Mumbai	1137	965
4.	MULTI CHANNEL, Khar (W), Mumbai	1102	855
5.	PLUS CHANNEL, Andheri (W), Mumbai	1012	373
6.	Número UNO, Juhu, Mumbai	1010	861
7	NIMBUS COMMUNICATION, K.G. Marg, N. Delhi	398	746
8.	PRIME TIME MEDIA, Rajendra Nagar, N. Delhi	345	434
9.	MARKET MOVERS, Breech Candy, Mumbai	311	74
10.	DRISHTI INDIA, Andheri (W), Mumbai	294	271
11	ADVANCE TV NETWORK, Naraina, Delhi	213	158
12.	CONCEPT ADVERTISING, Jhandewalan, Delhi	188	78
13	B4U MULTI MEDIA, Andheri (W), Mumbai	179	93
14.	GLOBAL ENTERTAINER, Greater Kailash, New Delhi	161	66
15.	PRITISH NANDY COMM, Opp. Lion Gate, Mumbai	154	201
16.	WORLD MEDIA, Jhandewalan, Delhi	132	142
17.	MEDIA ASIA, K. G. Marg, New Delhi	122	62

18. AALIYA PRODUCTIONS, K. G. Marg, N. Delhi	60	131
19. G. N. COMM. East of Kailash, N. Delhi	43	63
20. JOSLIN COMM. Rajouri Garden, N. Delhi	42	141
21. CINEMA VISION, Jogeshwari (W), Mumbai	33	41
22. AMATEUR, Lajpat Nagar, New Delhi	23	11
23. LEHAR PUB SERVICE, Tula Ram Bagh, Allahabad.	27	16
24. NEERAJ FILMS, Rohtal Road, New Delhi.	23	67
25. GURUJI ADVTG, Preet Vihar, Delhi.	318	362
26. UNIVERSAL Communications, J.S.S. MARG, Mumbai	207	103
Total "A"	9988	8412

Defaulting agencies on National Network for the Year 2005-06 as on 09.08.2006

b. Agencies against whom Arbitration Clause invoked.

( Rs. in lacs)

S. No.	Name of Agency	Principal Interest
1	FILM CRAFT, Andheri (W), Mumbai	1266 347
2.	MBM, Pali Hill Bandra(W), Mumbai	163 24
3.	L. R. ENT., Link Road, Malad (W), Mumbai	155 17
4.	MAGNA VISION, Jungpura-B, N. Delhi	105 62
5.	PRABHA FILMS, Vasant Kunj, New delhi	80 14
6.	FIRST OPTION Tele Films, Andheri (W) Mumbai	72 76
7	KINE SCOPE, Khar (W), Mumbai	70 105
8.	URANUS, Khar (W), Mumbai	46 37
9.	TRANSLINK TELE, Vasant Kunj, New Delhi	22 12
10.	CORRUM COMM, South Extn, New Delhi	18 28
11	MAGIC BOX, Andheri (W), Mumbai	11 87
12.	MAYA ENT, Kandivli (E), Mumbai	120 123
13	TRACER ADVTG, Mumbai	33 11
14.	STAR GAZER, Sukhdev Vihar, Okhla	22 06
15.	ASIAN AD AGE, Green Park Exten, New Delhi	19 07
16.	PARAS MARKETING, Ranjit Nagar, New Delhi	19 06
17.	ADVISIOPN MULTI MEDIA, Noida	17 41
18.	RADHA PUBLICITY, Jublie Hills, Hyderabad	13 10
19.	TIME SHOP ADVTG, Mumbai	13 03
20.	FUTURE COMM., Goregaon, Mumbai	11 20
21.	BIDHAN ADVTG. Elisbridge, Ahmedabad	11 05
Total "B"		2286 1041

ANNEXURE - II

ALL INDIA RADIO

ANNEXURE REFERRED TO IN REPLY TO PARTS (b) &(c) OF LOK SABHA UNSTARRED QUESTION NO. 2683 FOR ANSWER ON 21.08.2006.

(a) List of Defaulting Agencies whose Arbitration Award was published and filed in the respective Honble Courts for execution of decree in terms of Arbitration Award

S. No Name of Defaulting Agency Amount to be recovered (Rupees)

1 M/s Blaze Advertising Pvt. Ltd., Mumbai	475,696.00
2 M/s. Sree Prabhakara Advertisers., Hyderabad	1,744,807.00
3. M/s. Shilpi Advertising Ltd., Mumbai	839,747.00
4. M/s. Media Waves, Trivendrum	1,576,114.00
5. M/s. Guru Nanak Advertising Pvt. Ltd, Delhi	690,122.00
6. M/s. Market Movers Advtg & Marktg P Ltd, Mumbai	123,113.00
7. M/s. Radio Times Services, Mumbai	60,165.00
8. M/s. Advis. New Delhi	383,981.00
9. M/s. Radio Publicity Services, Lucknow	1,984,907.00
10. M/s. Emess Advertising Services, New Delhi	326,405.00
11. M/s. Commercial Advertising Agency, Vijayawada	1,200,214.00
12. M/s. Mass Communications & Mktg P. Ltd., Mumbai	351,660.00
13. M/s. Aiyar Advertising & Mktg. (P) Ltd , Mumbai	30,744.00
14. M/s. TV & Radio Publicity Service, Mumbai	1,500,481.00
15. M/s. Headstart Advertising, New Delhi	1,136,033.00
16. M/s. Roshan Advertisers, New Delhi	135,543.00
17. M/s. Dawn Mod Advertisers, New Delhi	248,507.00
18. M/s. Ad-House Advertising & Marketting	571,917.00
19. M/s. Arohi Advertising Agency, New Delhi	298,808.00
20. M/s. Suchandra Ad Media, Calicut	540,667.00
21. Ms. Adair Advertising, Chennai	733,251.00
22. M/s. Rayar Communication Chennai	1,301,523.00
23. M/s. Raghavendra Advtg, Chennai	1,892,731.00
24. M/s. Shree Advtg, Chennai	907,472.00
25. M/s. VRG Agencies, Chennai	1,340,339.00
26. M/s. Mantralaya Mahan Ads. Chennai	834,734.00
27. M/s. Noisy Recording, Patna	584,574.00
28. M/s. Renukey Advtg. Co. New Delhi	4,634,234.00
Total	26,448,489.00

(b) List of Defaulting Agencies proposed for appointment of Arbitrator

S. No Name of Defaulting Agency Amount to be recovered (Rupees)

1. M/s.Maa Communication Bozell (p) Ltd, Bangalore	1,472,392.00
2,. M/s. Corporate Voice, Bangalore	491,223.00
3. M/s. Musirecca Cassettes Incorporation, Nagpur	2,873,800.00
4. M/s. Twin Advertising, Sangli	527,860.00
5. M/s. Radio T.V Commercial, Mumbai	1,526,944.00
6. M/s. Profad Ltd. Chennai	766,824.00
7 M/s. Creative Unit, Mumbai	186,808.00
Total	7,845,851.00

(c) Already under Arbitration

S. No Name of Defaulting Agency Amount to be recovered (Rupees)

1. M/s.Mode Advtg. & Mktg, New Delhi	2,826,239.00
(only interest)	

Since the agency has cleared the outstanding principal amount, its credit facility has been restored purely on an ad-hoc basis till 31.03.2007.