

From: **Pintu Saha** <pintu@radiomisty.co.in>

Date: Mon, Sep 2, 2024 at 3:57 PM

Subject: Re: Consultation paper on "Reserve Price for auction of FM Radio Channels

To: Manoj Verma <sro-bnecs1@tra.gov.in>

Cc: dilip <dilip@radiomisty.co.in>, nishant @ pcmgrouppco.in <nishant@pcmgrouppco.in>, Snigdhanu Majumder <snigdha@radiomisty.co.in>, Rajib Dey <rajib@pcmgrouppco.in>

SUGGESTIONS

1. For hilly states reserve price shall be kept at Rs. 5 lakh as like cities of others category.
2. As in hilly terrain, other cities with less than 10 lakh population should be kept at 2% of GR and tax holidays are hill area for 5 years.
3. We suggest that radio listenership data with agencies of repute be made. As there are a lot of discrepancies is data done by some survey agencies for radio listenership. This has affected small radio stations. A model radio listenership survey must be issued.

Current affairs programmes may be introduced in FM Radio. This will help the Radio industry to grow much better.

Thanks & Regards,

Pintu Saha

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