

E – AUCTION BID DOCUMENT

Auctioneer Name	Dish TV India Limited FC 19, Sector 16 A, Noida Ph: 0120 2599509 Fax: 0120 4357078 Hand Held: + 91 9899404094 E-Mail: sopan_g@dishtv.in
Auction to be Conducted by (Service Provider)	Synise Technologies Limited
Auction Schedule	Date of Auction:- September 06, 2013 Timings:- From 1100 Hrs
Annexures	<ol style="list-style-type: none"> 1) Terms & conditions of E-Auction 2) CA Request / Registration Form
Special Instructions	Bidding in the last minutes and seconds should be avoided in the bidder(s) own interest. Neither the Service Provider nor Dish TV will be responsible for any lapses / failure on the part of the Bidder, in such cases.

Terms and Condition

Dish TV intends to commence distribution of additional channels on its DTH platform for which the present Online E Auction is being conducted. Arrangement has been made with Synise Technologies Limited, who shall be authorized service provider for the same. Please go through the guidelines given below and submit your acceptance to the same.

1. Computerized E-Auction shall be conducted by on September 6, 2013, while the Bidders shall be quoting from their own offices / place of their choice. Internet connectivity and other paraphernalia requirements shall have to be ensured by Bidders themselves. In the event of failure of their Internet connectivity, (due to any reason whatsoever it may be) it is the bidders responsibility / It is to be noted that neither Dish TV nor the Service Provider shall be responsible for these unforeseen circumstances. In order to ward-off such contingent situation, bidders are requested to make all the necessary arrangements / alternatives whatever required so that they are able to circumvent such situation and still be able to participate in the E-Auction successfully. However, the Bidders are requested to not to wait till the last moment to quote their bids to avoid any such complex situations.
2. The Minimum Bid Amount in the E-Auction is open to all the participating bidders. Any bidder can start bidding, in the online E-Auction, from the Minimum Bid Amount only. The first online bid that comes in the system during the online E-Auction can be equal to the Minimum Bid Amount, or higher than the Minimum Bid Amount by one / multiple increment. The subsequent bid that comes in to outbid the Highest Bid Amount will have to be higher than the prevailing Highest Bid Amount by one / multiple increment. The increment value has been fixed at Rs. 10,00,000 (Rupees Ten Lac).
3. Entities interested in participating in the E-Auction have to deposit the following in person with Dish TV's Authorised Representative Mr. Sopan Ghosh (Hand Held: 9899404094) at FC 19, Sector 16 A, Noida on or before September 5, 2013 by 1700 Hrs:
 - Earnest Money Deposit (EMD) of INR 1,00,00,000 (Rupees One crore) (refundable) through Pay order / Demand Draft in favour of "Dish TV India Limited" payable at Delhi/Noida
 - Administrative Expense Charges of INR 5500/- (Rupees Five Thousand Five Hundred Only) (Non Refundable) through Pay order / Demand Draft in favour of "Synise Technologies Limited" payable at Pune
 - Duly filled and executed CA Request / Registration Form (Form being sent)
 - Authority Letter from the Participating Entity authorizing to participate in the E-Auction
 - Copy of Service Tax Registration Form / Certificate of the Participating Entity
 - Copy of PAN Card of the Participating Entity
4. Submission of the above mentioned documents and charges for participating in the E Auction shall be deemed to be the acceptance of the terms and conditions mentioned in the E Auction Notice, E Auction Bid Document and the Agreement to be executed by the Successful Bidder. Participating entities must write to Mr. Sopan Ghosh at "sopan_g@dishtv.in" seeking the Format of the Agreement.

5. The e-auction shall take place on September 6, 2013. The Auction process will start at 1100 hrs. The E-Auction for each available slot shall be open for 30 minutes plus 5 minutes of extension. Post the conclusion of E-Auction for each slot, break of 15 minutes will be taken and then the E-Auction for the subsequent available slot will be conducted.
6. Minimum Bid Amount / Bid Increment:
 - Minimum Bid amount: The minimum bid amount towards Annual Carriage fee will be INR1,20,00,000 (Rupees One Crore and Twenty Lacs)
 - Bid Increment: Incremental amount will be INR 10,00,000 (Rupees Ten Lac)
 - Fixed Annual Charges in addition to the Bid Amount:

The carriage of the channel on Dish TV will subject to the bidder paying the following fixed annual charges in addition to the bid amount:

Set up cost	: INR 1.00 crore (Rupees One Crore)
LCN Charge	: INR 12.00 lacs (Rupees Twelve Lacs)
EPG and Marketing Cost	: INR 18.00 lacs (Rupees Eighteen Lacs)
7. All taxes on the Fee and Charge to be solely borne by the Successful Bidder.
8. Upon completion of the E-Auction, the Successful Bidder has to pay the following amount through Pay order / Demand Draft in favour of "Dish TV India Limited" payable at Delhi/Noida or through Bank Transfer by or before September 13, 2013:
 - The above mentioned Fixed Charges; and
 - 50% of the Bid Amount after deducting the EMD of Rs. 1 Crore.
9. For the Un-successful bidders, Dish TV shall refund the EMD without any interest within a period of 15 days from the date of the e-auction.
10. Upon availability of the space, Dish TV shall intimate the successful bidders about the same via fax / e-mail. Within 7 days of the date of the e-mail / fax communication, successful bidder shall be required to provide IRD / decoders of its channels along with executed copy of the Agreement within a period of 7 days. The distribution of the Channel shall be commenced within 7 days of receipt of the IRD and the Agreement. In case of failure of the Successful Bidder to provide the IRD and / or the signed agreement, Dish TV shall have the right to forfeit the entire amount deposited by the successful bidder and allocate the said space to other channel.
11. The charges towards carriage are payable 6 monthly in advance. The second installment has to be paid atleast 15 days prior to expiry of 6 months of the Term. In case the successful Bidder fails to deposit the carriage amount payable after six months, the EMD amount and other charges paid will be forfeited and the channel will be discontinued from DTH platform by giving applicable Notice.

12. Dish TV will provide the carriage space to the successful bidders on the availability of the bandwidth. In the case the bandwidth allocation is delayed or not provided, Dish TV will endeavor to provide the carriage as soon as the bandwidth is provided to Dish TV after all the statutory clearances. In case of delay of more than 60 days for whatsoever reason, Dish TV will refund the amount deposited by the successful bidder within a period of 60 days, without interest. Dish TV shall not be responsible for any loss or claim of any loss to the selected bidders
13. The training will be provided on September 5, 2013 from 1400 Hrs to 1600 Hrs by M/s. Synise Technologies Ltd. Pune. Details will be provided to the Participating Bidders.
14. The carriage awarded through this e-auction shall be valid for a period of one year only.
15. The bid will be taken as an offer to buy. Bids once made, cannot be cancelled / withdrawn and the bidder shall be bound to buy as mentioned above at the final bid price. Any failure of the Bidder to comply with any of the terms and conditions of the E-auction notice, Agreement and E Auction Bid Document will result in forfeiture of the amount paid.
16. The Bidder will be able to view the following on the screen along with the necessary fields in the E Auction:
 - a. Prevailing Highest Bid Amount
 - b. Bid Placed
 - c. Opening Price & Minimum Increment Value.
17. Dish TV's decision on declaration of successful bidder shall be final and binding on all the Bidders.
18. Dish TV shall be at liberty to cancel the E-Auction process / tender at any time, before declaring the successful bidder, without assigning any reason.
19. Dish TV / Synise Technologies Ltd. shall not have any liability to bidders for any interruption or delay in access to the site irrespective of the cause.
20. Courts at Delhi shall have exclusive jurisdiction to adjudicate any dispute arising out of the E Auction.