# Brand Building - CS Spots on Leading Television Channels and FM Radio

With a view to creating Media Visibility for the CS Course & Profession, the Institute of Company Secretaries of India (ICSI) will telecast Spots on Company Secretaries Course on leading TV/FM Radio Channels for brand building.

Beginning from first week of August and continuing till 3rd week of August 2013, the CS Advertisements will be aired on the following TV / Radio Channels for an activity period of 15 days:

<table>
<thead>
<tr>
<th>TV/ FM Channel</th>
<th>Date (s)</th>
<th>Timings / Time Bands</th>
<th>Total Nos. of Cs Spots</th>
</tr>
</thead>
</table>
| Headlines Today (English News) | 1 spot daily during each time band on 5,7,9,11,13,15, 17, 19 August, 2013 | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 36 |
|                            | 2 spots daily during each time band on 16,18 August, 2013 |                                       |                        |
| NDTV 24x7 (English News)   | 2 spots daily during each time band from 5th August - 19th August 2013 | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 90 |
| News X (English News)      | 2 spots daily during each time band from 5th August - 19th August 2013 | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 90 |
| Aajtak (Hindi News)        | 2 spots daily during each time band from 5th August - 17th August 2013 
1 spot daily during each time band on 18, 19 August, 2013 | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 84 |
| ABP News (Hindi News)      | 2 spots daily during each time band from 5th August - 19th August 2013 | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 90 |
<table>
<thead>
<tr>
<th>Channel Name</th>
<th>Description</th>
<th>Time Slots</th>
<th>Weekly Frequency</th>
</tr>
</thead>
</table>
| India TV (Hindi News)                | 1 spot daily during each time band on 5,7,9,11,13,15, 16, 17, 18, 19 August, 2013 | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 30               |
| NDTV India (Hindi News)              | 2 spots daily during each time band from 5th August - 19th August 2013        | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 90               |
| News 24 (Hindi News)                 | 2 spots daily during each time band from 5th August - 19th August 2013        | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 90               |
| Zee News (Hindi News)                | 2 spots daily during each time band from 5th August - 19th August 2013        | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 90               |
| ETV Bangla (Bangla GEC)*             | 3 spots daily during each time band from 5th August - 19th August 2013        | 1. 12PM-7PM  
2. 8PM-10PM | 90               |
| ABP Ananda (Bangla News)             | 1 spot daily during each time band from 5th August - 15th August 2013  
2 spot daily during each time band from 16th August - 18th August 2013  
3 spot daily during each time band on 19th August 2013 | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 60               |
| Sadhana News Bihar / Jharkhand (BH/JH News) | 2 spots daily during each time band from 5th August - 19th August 2013 | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 90               |
| Mahua (Bihar GEC)*                   | 3 spots daily during each time band from 5th August - 19th August 2013        | 1. 12PM-7PM  
2. 8PM-10PM | 90               |
| ETV Gujarati (Gujarati GEC)*         | 3 spots daily during each time band from 5th August - 19th August 2013        | 1. 12PM-7PM  
2. 8PM-10PM | 90               |
| TV9 – Gujarati (Gujarati News)       | 2 spots daily during each time band from 5th August - 19th August 2013        | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM | 90               |
| Udaya TV (Kannada GEC)*              | 1 spot daily during each time band from 5th August - 15th August 2013  
2 spot daily during each time band from 16th August | 1. 12PM-7PM  
2. 8PM-10PM | 40               |
<table>
<thead>
<tr>
<th>Channel</th>
<th>Time Band Details</th>
<th>Time Slots</th>
<th>Duration</th>
</tr>
</thead>
</table>
| TV9 – Karnataka (Kannada News) | 1 spot daily during each time band from 5th August - 19th August 2013             | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM                                                  | 45       |
| Surya TV (Malayalam GEC)*     | 2 spots daily during each time band from 5th August - 19th August 2013             | 1. 12PM-7PM  
2. 8PM-10PM                                                      | 60       |
| Kochu TV (Malayalam News)     | 2 spots daily during each time band from 5th August - 19th August 2013             | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM                                                  | 90       |
| Star Pravah (Marathi GEC)*    | 1 spot daily during each time band from 5th August - 15th August 2013  
2 spot daily during each time band from 16th August - 18th August 2013  
3 spot daily during each time band on 19th August 2013 | 1. 12PM-7PM  
2. 8PM-10PM                                                      | 40       |
| IBN Lokmat (Marathi News)     | 2 spots daily during each time band from 5th August - 19th August 2013             | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM                                                  | 90       |
| DilliAaj Tak (NCR / Delhi News)| 1 spot daily during each time band from 5th August - 19th August 2013  
No spot run on 16 and 18 August, 2013                                | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM                                                  | 39       |
| ETV Oriya (Oriya GEC)*        | 3 spots daily during each time band from 5th August - 19th August 2013             | 1. 12PM-7PM  
2. 8PM-10PM                                                      | 90       |
| MBC TV (Oriya News)           | 2 spots daily during each time band from 5th August - 19th August 2013             | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM                                                  | 90       |
| PTC Punjabi (Punjabi GEC)*     | 3 spots daily during each time band from 5th August - 19th August 2013             | 1. 12PM-7PM  
2. 8PM-10PM                                                      | 90       |
| TV 24 (Punjabi News)           | 2 spots daily during each time band from 5th August - 19th August 2013             | 1. 6 AM-11:59AM  
2. 12PM – 16:59PM  
3. 5 PM – 22:59PM                                                  | 90       |
| Dhamaal (Rajasthan GEC)*      | 3 spots daily during each                                                         | 1. 12PM-7PM  
<pre><code>                                                  | 90       |
</code></pre>
<table>
<thead>
<tr>
<th>Stations</th>
<th>Number of Spots Daily</th>
<th>Time Band Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETV- Rajasthan (Rajasthan News)</td>
<td>2 spots daily</td>
<td>1. 6 AM-11:59AM&lt;br&gt;2. 12PM – 16:59PM&lt;br&gt;3. 5 PM – 22:59PM</td>
</tr>
<tr>
<td>Zee Tamizh (Tamil GEC)</td>
<td>3 spots daily</td>
<td>1. 12PM-7PM&lt;br&gt;2. 8PM-10PM</td>
</tr>
<tr>
<td>Makkal TV (Tamil News)</td>
<td>2 spots daily</td>
<td>1. 6 AM-11:59AM&lt;br&gt;2. 12PM – 16:59PM&lt;br&gt;3. 5 PM – 22:59PM</td>
</tr>
<tr>
<td>MAA TV (Telugu GEC)*</td>
<td>1 spot daily</td>
<td>1. 12PM-7PM&lt;br&gt;2. 8PM-10PM</td>
</tr>
<tr>
<td>TV 9- Telugu (Telugu News)</td>
<td>2 spots daily</td>
<td>1. 6 AM-11:59AM&lt;br&gt;2. 12PM – 16:59PM&lt;br&gt;3. 5 PM – 22:59PM</td>
</tr>
<tr>
<td>Zee Salaam (Urdu)*</td>
<td>3 spots daily</td>
<td>1. 12PM-7PM&lt;br&gt;2. 8PM-10PM</td>
</tr>
<tr>
<td>Munsif TV (Urdu News)</td>
<td>2 spots daily</td>
<td>1. 6 AM-11:59AM&lt;br&gt;2. 12PM – 16:59PM&lt;br&gt;3. 5 PM – 22:59PM</td>
</tr>
<tr>
<td>Radio Mirchi (98.3)</td>
<td>2 spots daily</td>
<td>1. 11AM-5PM&lt;br&gt;2. 5PM-10PM&lt;br&gt;3. 7AM-11AM</td>
</tr>
<tr>
<td>Red FM (93.5)</td>
<td>2 spots daily</td>
<td>1. 11AM-5PM&lt;br&gt;2. 5PM-10PM</td>
</tr>
<tr>
<td>Stations: Cochin, Delhi, Kolkata, Mumbai, Ahmedabad, Allahabad, Bangalore, Hyderabad, Indore, Jabalpur, Jaipur, Jamshedpur, Kanpur, Lucknow, Nasik, Pune, Varanasi, Asansol, Nagpur</td>
<td>19th August 2013</td>
<td>3. 7AM-11AM</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>
| SFM (93.5) | 2 spots daily during each time band from 5th August - 19th August 2013 | 1. 11AM-5PM  
2. 5PM-10PM  
3. 7AM-11AM | 90 |
| Stations: Baroda, Bhopal, Rajkot, Vijayawada | | |
| AIR National Channel (376 stations across India) | 1st August 2013 to 30th September 2013 | 7.55 AM – 8.00 AM [ before Hindi News] | 61 |

*General Entertainment Channel*

(All the above Channels have National / International Viewership)

The Spots are also hosted on the Homepage of ICSI website.

Links for TV/Radio Spots:

- [http://www.youtube.com/watch?v=xbLOfcMCM0](http://www.youtube.com/watch?v=xbLOfcMCM0) (TV Spot)
- [http://www.youtube.com/watch?v=HOa7R8a-8qs](http://www.youtube.com/watch?v=HOa7R8a-8qs) (Radio Spot- 20 seconds)
- [http://www.youtube.com/watch?v=0SCUeH8vfzw](http://www.youtube.com/watch?v=0SCUeH8vfzw) (RadioSpot 1 - AIR National)
- [http://www.youtube.com/watch?v=EqMHyj96I](http://www.youtube.com/watch?v=EqMHyj96I) (RadioSpot 2 - AIR National)

This is for your kind information & further dissemination please.

Thanking you,

Yours faithfully,

Dr. Amita Ahuja
Senior Director
(Corporate Communication)
Telefax- 011-24604756