

Information note to the Press (Press Release No. 20/2015)

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI issues recommendations on “Reserve Prices for auction of FM Radio channels in new cities”

New Delhi, 24th March, 2015 - The Telecom Regulatory Authority of India (TRAI) has today issued its recommendations on “Reserve Prices for auction of FM Radio channels in new cities”.

2. The Ministry of Information and Broadcasting (MIB) sent a reference dated 16th December 2014 to TRAI, seeking recommendations of the Authority on reserve prices for auction of FM Radio channels in 264 new cities as per the Phase-III policy guidelines. In all 831 FM Radio channels in these cities are proposed to be auctioned through an ascending e-auction process as provided in Phase-III policy. The list of cities with corresponding category and the number of channels being put up for auction were provided by MIB.

3. Out of 264 new cities, 253 cities have a population more than 1 lakh as per census data 2011 and are classified as B, C, and D category cities. There are 798 FM Radio channels in these 253 cities which are proposed to be put up for auction. The remaining 11 cities having a population less than 1 lakh are in the border areas of Jammu & Kashmir (J&K) and the North East (NE) region. There are 33 FM Radio channels in these 11 cities which are proposed to be put up for auction.

4. TRAI issued a consultation paper on “Reserve Price for auction of FM Radio channels in new cities” on 6th February, 2015. Written

comments were invited from stakeholders by 25th February, 2015. All the comments received were posted on the TRAI website. Subsequently, an Open House Discussion was conducted by TRAI with all the stakeholders on 9th March, 2015 at New Delhi.

5. After considering all comments received from stakeholders during consultation process and further analysis of the issues, the Authority has finalised its recommendations. The salient features of the recommendations are given below:

i) The valuation of FM radio channels in 253 new cities has been worked out as a simple mean of the three valuation approaches.

The approaches are based on the following variables:

- Population of the city
- Per capita Gross State Domestic Product (GSDP)
- Listenership of FM Radio
- Per capita Gross Revenue earned by the existing FM Radio operators

ii) The reserve price for FM radio channels for each of the 253 new cities has been fixed at 80% of the valuation for each city.

iii) The recommended reserve prices for FM radio channels in 253 new cities are given in Annexure-I.

iv) For 11 cities of 'Others' category, having a population less than 1 lakh in the border areas of Jammu & Kashmir (J&K) and the North East (NE) region, the reserve price is kept as Rs. 5 Lakh for each channel of each city, as approved by the Cabinet in the Phase-III policy.

6. The full text of recommendations is available on TRAI's website www.trai.gov.in.


Sudhir Gupta,
Secretary, TRAI

Recommended reserve prices for FM Radio channels in 253 new cities

S. No.	Name of City	State	Category as per Phase-III Policy	Reserve Price (Rs. in lakh)
(1)	(2)	(3)	(4)	(5)
1	Abohar	Punjab	D	135
2	Achalpur	Maharashtra	D	124
3	Adilabad	Telangana	D	110
4	Adoni	Andhra Pradesh	D	110
5	Akbarpur	Uttar Pradesh	D	58
6	Alappuzha (Alleppey)	Kerala	C	423
7	Alipurduar	West Bengal	D	110
8	Alwal	Telangana	D	110
9	Alwar	Rajasthan	C	214
10	Ambala	Haryana	D	123
11	Ambikapur	Chhattisgarh	D	42
12	Amravati	Maharashtra	C	310
13	Amreli	Gujarat	D	124
14	Anantnag	J&K	D	25
15	Anantapur	Andhra Pradesh	D	110
16	Arrah	Bihar	D	39
17	Aurangabad	Bihar	D	39
18	Azamgarh	Uttar Pradesh	D	58
19	Budaun	Uttar Pradesh	D	58
20	Bagaha	Bihar	D	39
21	Bagalkot	Karnataka	D	99
22	Bahadurgarh	Haryana	D	123
23	Baharampur	West Bengal	C	214
24	Bahraich	Uttar Pradesh	D	58
25	Baleshwar	Orissa	D	58
26	Balia	Uttar Pradesh	D	58
27	Balurghat	West Bengal	D	110
28	Banda	Uttar Pradesh	D	58
29	Bangaon	West Bengal	D	110
30	Bankura	West Bengal	D	110
31	Banswara	Rajasthan	D	110
32	Bardhaman	West Bengal	C	214
33	Baripada	Orissa	D	58
34	Barnala	Punjab	D	135

35	Barshi	Maharashtra	D	124
36	Basti	Uttar Pradesh	D	58
37	Beawar	Rajasthan	D	110
38	Begusarai	Bihar	D	39
39	Belgaum	Karnataka	C	268
40	Bellary	Karnataka	C	268
41	Bettiah	Bihar	D	39
42	Betul	Madhya Pradesh	D	66
43	Bhadrak	Orissa	D	58
44	Bhagalpur	Bihar	C	105
45	Bharatpur	Rajasthan	D	110
46	Bharuch	Gujarat	D	124
47	Bathinda	Punjab	D	135
48	Bhavnagar	Gujarat	C	310
49	Bhiwani	Haryana	D	123
50	Bhimavaram	Andhra Pradesh	D	110
51	Bhilwara	Rajasthan	C	214
52	Bhuj	Gujarat	D	124
53	Bidar	Karnataka	D	99
54	Biharsharif	Bihar	D	39
55	Bijapur	Karnataka	C	268
56	Bokaro Steel City	Jharkhand	D	39
57	Botad	Gujarat	D	124
58	Brahmapur	Orissa	C	130
59	Burhanpur	Madhya Pradesh	D	66
60	Chandrapur	Maharashtra	C	310
61	Chapra	Bihar	D	39
62	Chhattarpur	Madhya Pradesh	D	66
63	Chhindwara	Madhya Pradesh	D	66
64	Chikmagalur	Karnataka	D	99
65	Chilakaluripet	Andhra Pradesh	D	110
66	Chirala	Andhra Pradesh	D	110
67	Chitradurga	Karnataka	D	99
68	Chittaurgarh	Rajasthan	D	110
69	Chittoor	Andhra Pradesh	D	110
70	Churu	Rajasthan	D	110
71	Coonoor	Tamil Nadu	D	150
72	Kadapa	Andhra Pradesh	D	110
73	Dahod	Gujarat	D	124
74	Daman	Daman & Diu	D	124
75	Damoh	Madhya Pradesh	D	66
76	Darbhanga	Bihar	D	39
77	Darjiling	West Bengal	D	110
78	Dehradun	Uttarakhand	C	448
79	Deoghar	Jharkhand	D	39

80	Deoria	Uttar Pradesh	D	58
81	Davangere	Karnataka	C	268
82	Dhanbad	Jharkhand	B	580
83	Dharmavaram	Andhra Pradesh	D	110
84	Dhaulpur	Rajasthan	D	110
85	Dhulian	West Bengal	D	110
86	Dibrugarh	Assam	D	25
87	Dimapur	Nagaland	D	25
88	Dindigul	Tamil Nadu	D	150
89	Durg-Bhilainagar	Chhattisgarh	D	42
90	Eluru	Andhra Pradesh	D	110
91	English Bazar (Maldah)	West Bengal	C	214
92	Erode	Tamil Nadu	C	423
93	Etah	Uttar Pradesh	D	58
94	Etawah	Uttar Pradesh	D	58
95	Faizabad/Ayodhya	Uttar Pradesh	D	58
96	Farrukhabad cum Fatehgarh	Uttar Pradesh	D	58
97	Fatehpur	Uttar Pradesh	D	58
98	Ferozpur	Punjab	D	135
99	Gadag Betigeri	Karnataka	D	99
100	Gandhidham	Gujarat	D	124
101	Ganganagar	Rajasthan	D	110
102	Gaya	Bihar	C	105
103	Ghazipur	Uttar Pradesh	D	58
104	Giridih	Jharkhand	D	39
105	Godhra	Gujarat	D	124
106	Gonda	Uttar Pradesh	D	58
107	Gondiya	Maharashtra	D	124
108	Guna	Madhya Pradesh	D	66
109	Guntakal	Andhra Pradesh	D	110
110	Haldwani-cum Kathgodam	Uttarakhand	D	150
111	Hanumangarh	Rajasthan	D	110
112	Hardoi	Uttar Pradesh	D	58
113	Hardwar	Uttarakhand	D	150
114	Hassan	Karnataka	D	99
115	Hazaribag	Jharkhand	D	39
116	Hindaun	Rajasthan	D	110
117	Hindupur	Andhra Pradesh	D	110
118	Hoshiarpur	Punjab	D	135
119	Hospet	Karnataka	D	99
120	Hubli-Dharwad	Karnataka	C	268
121	Imphal	Manipur	C	67
122	Itarsi	Madhya Pradesh	D	66
123	Jagdalpur	Chhattisgarh	D	42

124	Jamnagar	Gujarat	C	310
125	Jaunpur	Uttar Pradesh	D	58
126	Jetpur Navagadh	Gujarat	D	124
127	Jhunjhunun	Rajasthan	D	110
128	Jind	Haryana	D	123
129	Jorhat	Assam	D	25
130	Junagadh	Gujarat	D	124
131	Kaithal	Haryana	D	123
132	Kakinada	Andhra Pradesh	C	214
133	Kanhangad (Kasargod)	Kerala	D	150
134	Karaikkudi	Tamil Nadu	D	150
135	Karimnagar	Telangana	D	110
136	Karur	Tamil Nadu	D	150
137	Kavaratti	Lakshadweep	D	5
138	Khammam	Telangana	D	110
139	Khandwa	Madhya Pradesh	D	66
140	Kharagpur	West Bengal	D	110
141	Khargone	Madhya Pradesh	D	66
142	Kishanganj	Bihar	D	39
143	Kohima	Nagaland	D	25
144	Kolar	Karnataka	D	99
145	Korba	Chhattisgarh	D	42
146	Kothagudem	Telangana	D	110
147	Krishnanagar	West Bengal	D	110
148	Kurnool	Andhra Pradesh	C	214
149	Lakhimpur	Uttar Pradesh	D	58
150	Lalitpur	Uttar Pradesh	D	58
151	Latur	Maharashtra	C	310
152	Ludhiana	Punjab	B	989
153	Machilipatnam	Andhra Pradesh	D	110
154	Madanapalle	Andhra Pradesh	D	110
155	Mahbubnagar	Telangana	D	110
156	Mahesana	Gujarat	D	124
157	Mainpuri	Uttar Pradesh	D	58
158	Makrana	Rajasthan	D	110
159	Malegaon	Maharashtra	C	310
160	Mancherial	Telangana	D	110
161	Mandsaur	Madhya Pradesh	D	66
162	Mathura	Uttar Pradesh	D	58
163	Maunath Bhanjan (Distt.Mau)	Uttar Pradesh	D	58
164	Medini Nagar (Daltonganj)	Jharkhand	D	39
165	Mirzapur cum Vindhyachal	Uttar Pradesh	D	58
166	Moga	Punjab	D	135

167	Moradabad	Uttar Pradesh	B	576
168	Motihari	Bihar	D	39
169	Muktsar	Punjab	D	135
170	Munger	Bihar	D	39
171	Murwara (Katni)	Madhya Pradesh	D	66
172	Muzaffarnagar	Uttar Pradesh	C	130
173	Nagaon (Nowgang)	Assam	D	25
174	Nagercoil/Kanyakumari	Tamil Nadu	D	150
175	Nagaur	Rajasthan	D	110
176	Nalgonda	Telangana	D	110
177	Nandurbar	Maharashtra	D	124
178	Nandyal	Andhra Pradesh	D	110
179	Narasaraopet	Andhra Pradesh	D	110
180	Neemuch	Madhya Pradesh	D	66
181	Nellore	Andhra Pradesh	C	214
182	Neyveli	Tamil Nadu	D	150
183	Nizamabad	Telangana	C	214
184	Ongole	Andhra Pradesh	D	110
185	Orai	Uttar Pradesh	D	58
186	Osmanabad	Maharashtra	D	124
187	Palakkad	Kerala	D	150
188	Palanpur	Gujarat	D	124
189	Pali	Rajasthan	D	110
190	Panipat	Haryana	D	123
191	Patan	Gujarat	D	124
192	Pathankot	Punjab	D	135
193	Porbandar	Gujarat	D	124
194	Portblair	Andaman & Nicobar	D	25
195	Proddatur	Andhra Pradesh	D	110
196	Pudukkottai	Tamil Nadu	D	150
197	Puri	Orissa	D	58
198	Purnia	Bihar	C	105
199	Puruliya	West Bengal	D	110
200	Rae Bareli	Uttar Pradesh	D	58
201	Raichur	Karnataka	D	99
202	Raiganj	West Bengal	D	110
203	Raigarh	Chhattisgarh	D	42
204	Rajapalayam	Tamil Nadu	D	150
205	Ramagundanm	Telangana	D	110
206	Ratlam	Madhya Pradesh	D	66
207	Rewa	Madhya Pradesh	D	66
208	Rewari	Haryana	D	123
209	Rohtak	Haryana	D	123
210	Sagar	Madhya Pradesh	C	140
211	Saharanpur	Uttar Pradesh	C	130

212	Saharsa	Bihar	D	39
213	Salem	Tamil Nadu	C	423
214	Sambalpur	Orissa	D	58
215	Sasaram	Bihar	D	39
216	Satna	Madhya Pradesh	D	66
217	Sawai Madhopur	Rajasthan	D	110
218	Seoni	Madhya Pradesh	D	66
219	Shahjahanpur	Uttar Pradesh	C	130
220	Shikohabad	Uttar Pradesh	D	58
221	Shimoga	Karnataka	C	268
222	Shivpuri	Madhya Pradesh	D	66
223	Sikar	Rajasthan	D	110
224	Silchar	Assam	D	25
225	Singrauli	Madhya Pradesh	D	66
226	Sirsa	Haryana	D	123
227	Sitamarhi	Bihar	D	39
228	Sitapur	Uttar Pradesh	D	58
229	Siwan	Bihar	D	39
230	Srikakulam	Andhra Pradesh	D	110
231	Sujargarh	Rajasthan	D	110
232	Sultanpur	Uttar Pradesh	D	58
233	Surendranagar Dudhrej	Gujarat	D	124
234	Suryapet	Andhra Pradesh	D	110
235	Tadpatri	Andhra Pradesh	D	110
236	Tezpur	Assam	D	25
237	Thanesar	Haryana	D	123
238	Thanjavur	Tamil Nadu	D	150
239	Tinsukia	Assam	D	25
240	Tiruvannamalai	Tamil Nadu	D	150
241	Tonk	Rajasthan	D	110
242	Tumkur	Karnataka	D	99
243	Udgir	Maharashtra	D	124
244	Udupi	Karnataka	D	99
245	Ujjain	Madhya Pradesh	C	140
246	Vaniyambadi	Tamil Nadu	D	150
247	Vellore	Tamil Nadu	C	423
248	Veraval	Gujarat	D	124
249	Vidisha	Madhya Pradesh	D	66
250	Vizianagaram	Andhra Pradesh	D	110
251	Wadhwan (Surendernagar)	Gujarat	D	124
252	Wardha	Maharashtra	D	124
253	Yavatmal	Maharashtra	D	124