

Annexure - A

Details of Top 10 Newspapers amount spent on advertising Government Policies and Programmes-		
		as on date 8/12/2022 In Rs Crores
Sr No	Name of Newspapers	2017-2018
1	The Times of India Group	42.90
2	The Hindustan Times Group	41.45
3	Jagran Prakashan Ltd.	34.81
4	DAINIK BHASKAR	16.76
5	The Daily Amar Ujala	16.44
6	RAJASTHAN PATRIKA	13.24
7	PUNJAB KESARI	12.04
8	DECCAN CHRONICLE	9.91
9	SAKAL	8.57
10	Lok Prakashan Ltd.	7.08
Sr No	Name of Newspapers	2018-2019
1	The Times of India Group	30.78
2	The Hindustan Times Group	28.95
3	Jagran Prakashan Ltd.	20.82
4	DAINIK BHASKAR	10.99
5	The Daily Amar Ujala	10.45
6	RAJASTHAN PATRIKA	7.36
7	PUNJAB KESARI	6.05
8	THE HINDU	5.22
9	DECCAN CHRONICLE	5.16
10	SAKAL	4.24
Sr No	Name of Newspapers	2019-2020
1	The Hindustan Times Group	19.74
2	The Times of India Group	18.77
3	Jagran Prakashan Ltd.	15.52
4	The Daily Amar Ujala	6.56
5	DAINIK BHASKAR	6.14
6	RAJASTHAN PATRIKA	5.36
7	PUNJAB KESARI	3.58
8	DECCAN CHRONICLE	3.26
9	MALAYALA MANORAMA	2.60
10	NAV BHARAT	2.50

Sr No	Name of Newspapers	2020-2021
1	The Times of India Group	11.99
2	The Hindustan Times Group	9.95
3	Jagran Prakashan Ltd.	9.54
4	DAINIK BHASKAR	4.02
5	The Daily Amar Ujala	3.60
6	RAJASTHAN PATRIKA	3.38
7	THE HINDU	2.77
8	DECCAN CHRONICLE	2.31
9	PUNJAB KESARI	2.04
10	NAV BHARAT	1.68
Sr No	Name of Newspapers	2021-2022
1	The Times of India Group	12.76
2	The Hindustan Times Group	9.67
3	Jagran Prakashan Ltd.	9.20
4	The Daily Amar Ujala	4.10
5	RAJASTHAN PATRIKA	2.77
6	DAINIK BHASKAR	2.30
7	AANADABAZAR PATRIKA	2.25
8	THE HINDU	2.23
9	PUNJAB KESARI	2.00
10	DECCAN CHRONICLE	1.68
Sr No	Name of Newspapers	2022-2023
1	Jagran Prakashan Ltd.	5.67
2	The Times of India Group	5.45
3	The Hindustan Times Group	5.16
4	The Daily Amar Ujala	3.52
5	RAJASTHAN PATRIKA	1.87
6	PUNJAB KESARI	1.35
7	DECCAN CHRONICLE	1.33
8	THANTHI	1.27
9	MALAYALA MANORAMA	1.25
10	NAV BHARAT	1.13

Details of Top 10 TV amount spent on advertising Government Policies and Programmes-

		as on date 8/12/2022 in Rs Crore
Sr. No.	Pvt. C&S Channels	2017-18
1	ZEE ENTERTAINMENT ENTERPRISES LTD	10.95
2	SUN TV NETWORK LIMITED	8.23
3	CULVER MAX ENTERTAINMENT PRIVATE LIMITED	8.05
4	STAR INDIA PRIVATE LIMITED	7.86
5	ABP NEWS NETWORK PVT LTD	5.86
6	EENADU TELEVISION PVT LTD	5.86
7	ASSOCIATED BROADCASTING CO PVT LTD	5.76
8	TV18 BROADCAST LTD	5.68
9	VIACOM 18 MEDIA PVT LTD	4.85
10	TV18 BROADCAST LIMITED	4.65
Sr. No.	Pvt. C&S Channels	2018-19
1	TV18 BROADCAST LTD	9.25
2	ASSOCIATED BROADCASTING CO PVT LTD	7.93
3	SUN TV NETWORK LIMITED	7.51
4	ZEE ENTERTAINMENT ENTERPRISES LTD	7.01
5	ENTER 10 TELEVISION PVT LTD	6.48
6	EENADU TELEVISION PVT LTD	6.22
7	ZEE MEDIA CORPORATION LTD	6.17
8	VIACOM 18 MEDIA PVT LTD	4.95
9	INFORMATION TV PRIVATE LIMITED	4.31
10	PRIDE EAST ENTERTAINMENTS PVT LTD	4.13
Sr. No.	Pvt. C&S Channels	2019-20
1	ZEE ENTERTAINMENT ENTERPRISES LTD	13.71
2	VIACOM 18 MEDIA PVT LTD	5.59
3	ZEE MEDIA CORPORATION LTD	5.32
4	TV18 BROADCAST LTD	5.25
5	ENTER 10 TELEVISION PVT LTD	5.07
6	B4U BROADBAND INDIA PRIVATE LIMITED	4.77
7	TV18 BROADCAST LIMITED	3.65
8	ABP NEWS NETWORK PVT LTD	3.31
9	ASSOCIATED BROADCASTING CO PVT LTD	3.15
10	SUN TV NETWORK LIMITED	2.93
Sr. No.	Pvt. C&S Channels	2020-21

1	ZEE MEDIA CORPORATION LTD	5.20
2	TV18 BROADCAST LTD	3.73
3	ABP NEWS NETWORK PVT LTD	3.54
4	ZEE ENTERTAINMENT ENTERPRISES LTD	3.50
5	ENTER 10 TELEVISION PVT LTD	2.81
6	TV18 BROADCAST LIMITED	2.47
7	ASSOCIATED BROADCASTING CO PVT LTD	2.43
8	B4U BROADBAND INDIA PRIVATE LIMITED	2.15
9	CULVER MAX ENTERTAINMENT PRIVATE LIMITED	2.13
10	NEWS NATION NETWORK PRIVATE LIMITED	2.13

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Sr. No.	Pvt. C&S Channels	2021-22
1	ZEE ENTERTAINMENT ENTERPRISES LTD	1.96
2	ZEE MEDIA CORPORATION LTD	1.92
3	TV18 BROADCAST LTD	1.58
4	ASSOCIATED BROADCASTING CO PVT LTD	1.57
5	B4U BROADBAND INDIA PRIVATE LIMITED	1.43
6	SUN TV NETWORK LIMITED	1.38
7	TV TODAY NETWORK LTD	1.26
8	VIACOM 18 MEDIA PVT LTD	1.09
9	ABP NEWS NETWORK PVT LTD	1.05
10	TV18 BROADCAST LIMITED	0.92

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		as on date 8/12/2022
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Sr. No.	Pvt. C&S Channels	2022-23
1	ZEE ENTERTAINMENT ENTERPRISES LTD	3.30
2	ZEE MEDIA CORPORATION LTD	2.03
3	SUN TV NETWORK LIMITED	1.78
4	TV18 BROADCAST LTD	1.74
5	ASSOCIATED BROADCASTING CO PVT LTD	1.63
6	VIACOM 18 MEDIA PVT LTD	1.42
7	EENADU TELEVISION PVT LTD	1.01
8	TV18 BROADCAST LIMITED	1.01
9	TV TODAY NETWORK LTD	0.76
10	INDEPENDENT NEWS SERVICE PVT LTD	0.61