

**ANNEXURE-B**

TOP 10 (TELEVISION CHANNEL AND NOT GROUP) IN TERMS OF AMOUNT SPENT ON ADVERTISING GOVERNMENT POLICIES AND PROGRAMMES.

**F.Y. 2018-19**

<b>SNo</b>	<b>Agency Name</b>	<b>Amount</b>
1	India News	4,31,10,124
2	ETV TELUGU	3,92,15,287
3	TV 9 - Telugu	2,91,79,419
4	ZEE TV	2,72,85,007
5	SUN TV	2,57,82,633
6	B4U MOVIES	2,37,91,605
7	TV 9 (Karnataka)	1,97,14,923
8	MAA TV	1,94,33,771
9	Colors	1,83,57,416
10	News Live	1,62,16,179

**F.Y. 2019-20**

<b>SNo</b>	<b>Agency Name</b>	<b>Amount</b>
1	ZEE TV	9,61,13,966
2	Colors	4,80,46,930
3	News 18 India	3,14,65,113
4	B4U MOVIES	2,72,53,504
5	ABP NEWS	2,40,70,047
6	ZEE NEWS	2,02,91,156
7	India News	1,77,20,506
8	B4U Music	1,67,30,466
9	INDIA TV	1,64,32,536
10	Zee Cinema	1,46,20,119

**F.Y. 2020-21**

<b>SNo</b>	<b>Agency Name</b>	<b>Amount</b>
1	ZEE TV	2,32,66,833
2	News 18 India	2,13,70,027
3	ABP NEWS	2,09,75,047
4	ZEE NEWS	1,43,10,381
5	B4U Music	1,28,63,785
6	India News	1,17,23,877
7	Colors	1,10,56,656
8	News 24	1,04,03,857
9	INDIA TV	80,25,475
10	B4U MOVIES	78,85,790

**F.Y. 2021-22**

<b>SNo</b>	<b>Agency Name</b>	<b>Amount</b>
1	ZEE BANGLA	1,09,01,223
2	AAJTAK	99,43,274
3	News 18 India	76,75,534
4	TV 9 (Karnataka)	70,15,150
5	B4U Music	62,47,157
6	ABP NEWS	57,74,692
7	ZEE NEWS	55,65,235
8	SUN TV	46,74,149
9	TV 9 - Telugu	44,07,153
10	STAR PLUS	43,75,330

**F.Y. 2022-23**

<b>SNo</b>	<b>Agency Name</b>	<b>Amount</b>
1	Colors	2,05,88,462
2	News 18 India	1,65,56,823
3	INDIA TV	1,39,05,453
4	ETV TELUGU	1,07,30,243
5	ABP NEWS	1,01,49,173
6	ZEE NEWS	1,00,83,436
7	SUN TV	87,66,766
8	AAJTAK	86,93,693
9	TV 9 (Karnataka)	80,25,376
10	SUVARNA NEWS	79,89,094

**F.Y. 2023-24 (Till 13.07.2023)**

<b>SNo</b>	<b>Agency Name</b>	<b>Amount</b>
1	ZEE TV	84,16,496
2	ZEE NEWS	53,87,925
3	INDIA TV	53,50,847
4	News 18 India	48,85,853
5	SET MAX	47,00,942
6	AAJTAK	45,21,230
7	Colors	32,88,578
8	ZEE MARATHI	31,51,999
9	ZEE BANGLA	28,77,787
10	SUN TV	24,11,801