

ABP Asmita TV + Digital Feed **FY 24-25**

Local SME Shops, multi-brand retail outlets, small Builders, coaching institutes,

Packages	Spend	FCT		
		0600-1700	1700-2400	Total
Option1	45,000	600	500	1100
Option 2	35,000	1100		1100

Birthdays & Rallies	
Time band	All Days
0600-1700	1,500
1700-2400	2,000
0600-2400	1,200

Slabs		
% Bonus FCT on number of Packages bought	% Bonus	Ticker
1-5 packages	0%	4
6-10 Packages	8%	8
11-15 packages	12%	15
15-20 Packages	20%	20

FIRST TIME ADVERTISER

First Time advertisers (or not advertised in last 2 FY)	5%
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