

ABP MajhaTV + Digital Feed

FY 24-25

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

Packages	Spend	FCT			Birthdays & Rallys	
		0600-1700	1700-2400	Total	Time band	All Days
Option1	33000	220	80	300	0600-1700	2500
Option 2	27000	300		300	1700-2400	4500
					0600-2400	3200

Slabs	Ticker(No. of Days)	
% Bonus FCT on number of Packages bought	% Bonus	
1-5 packages	0%	2
5-8 packages	0%	5
9-12 Packages	10%	10
13-16 packages	15%	15
16-20 Packages	20%	20

FIRST TIME ADVERTISER

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