

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI issues recommendations on “Reserve Price for auction of FM Radio Channels”

New Delhi, 10th April 2020 - The Telecom Regulatory Authority of India (TRAI) has today issued its recommendations on “Reserve Price for auction of FM Radio Channels”.

2. The Ministry of Information and Broadcasting (MIB) sent a letter dated 22nd August, 2019 to TRAI, wherein it has requested TRAI to furnish recommendations on fresh reserve price for 283 cities (260 new +23 existing), under FM phase -III Policy in terms of Section 11 (1) (a) of TRAI Act, factoring in various issues like inflation, indexation of reserve prices worked out in the years from 2011 to 2015.

3. TRAI issued a consultation paper on “Reserve Price for auction of FM Radio Channels” on 16th October 2019 and sought suggestions from stakeholders on the issues listed in the reference of MIB. The last date for submission of the comments was 6th November 2019 and that of the counter-comments was 13th November 2019. TRAI received 10 comments. All the comments are available on TRAI’s website. Subsequently, an Open House Discussion was held on 8th January 2020, in Delhi, to seek the views of the stakeholders on various issues.

4. 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 273 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
 - Market Intensity Index of various cities
- ii) The reserve price for FM radio channels for each of the 273 new cities has been fixed at 80% of the valuation for each city except for the cities situated in North East (NE) region, Jammu and Kashmir for which reserve price has been fixed at 40% of the valuation for each city.
- iii) The recommended reserve prices for FM radio channels in 273 new cities are given in Annexure-I.
- iv) For 10 cities of 'Others' category, having a population less than 1 lakh in the border areas of Jammu & Kashmir and the North East (NE) region, the reserve price is kept as Rs. 5 Lakh for each channel of each city.
- v) Existing ceiling limit of 15% of total FM Radio channels in the country for excluding such permission holder to participate in FM radio auction has been done away with.
- vi) Auction of remaining channels of Phase-III should be done by delinking them from technology. Broadcasters should be permitted to use any technology (analog or digital or both) for

radio broadcasting on the frequency allocated to them through auction in future.

vii) In case Radio broadcasters opt for digital technology, they should be permitted to broadcast more than one channel subject to technical feasibility on single frequency allocated to them

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


(S. K. Gupta)
10.4.2020
Secretary, TRAI

Annexure I

Recommended reserve prices for FM Radio channels in 273 cities

S. No.	Name of City	State	City category	Final RP (Rs. in lakh)
1	Port Blair	Andaman and Nicobar	D	41
2	Adoni	Andhra Pradesh	D	95
3	Anantapuram	Andhra Pradesh	D	98
4	Bhimavaram	Andhra Pradesh	D	106
5	Chilakaluripet	Andhra Pradesh	D	107
6	Chirala	Andhra Pradesh	D	97
7	Chittoor	Andhra Pradesh	D	101
8	Cuddapah	Andhra Pradesh	D	98
9	Dharmavaram	Andhra Pradesh	D	98
10	Eluru	Andhra Pradesh	D	106
11	Guntakal	Andhra Pradesh	D	98
12	Hindupur	Andhra Pradesh	D	98
13	Kakinada	Andhra Pradesh	C	270
14	Kurnool	Andhra Pradesh	C	239
15	Machilipatnam	Andhra Pradesh	D	123
16	Madanapalle	Andhra Pradesh	D	101
17	Nandyal	Andhra Pradesh	D	95
18	Narasaraopet	Andhra Pradesh	D	107
19	Nellore	Andhra Pradesh	C	261
20	Ongole	Andhra Pradesh	D	97
21	Proddatur	Andhra Pradesh	D	98
22	Rajahmundry	Andhra Pradesh	C	270
23	Srikakulam	Andhra Pradesh	D	84
24	Tadpatri	Andhra Pradesh	D	98
25	Tirupati	Andhra Pradesh	C	450
26	Vijayawada	Andhra Pradesh	B	700
27	Visakhapatnam	Andhra Pradesh	B	466

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S. No.	Name of City	State	City category	Final RP (Rs. in lakh)
28	Vizianagaram	Andhra Pradesh	D	89
29	Itanagar	Arunachal Pradesh	D	51
30	Dibrugarh	Assam	D	39
31	Jorhat	Assam	D	41
32	Nagaon (Nowgang)	Assam	D	28
33	Silchar	Assam	D	29
34	Tezpur	Assam	D	29
35	Tinsukia	Assam	D	34
36	Arrah	Bihar	D	61
37	Aurangabad	Bihar	D	52
38	Bagaha	Bihar	D	50
39	Begusarai	Bihar	D	59
40	Bettiah	Bihar	D	50
41	Bhagalpur	Bihar	C	62
42	Bihar Sharif	Bihar	D	56
43	Chapra	Bihar	D	56
44	Darbhanga	Bihar	D	53
45	Gaya	Bihar	C	54
46	Kishanganj	Bihar	D	45
47	Motihari	Bihar	D	52
48	Munger	Bihar	D	69
49	Purnia	Bihar	C	47
50	Saharsa	Bihar	D	47
51	Sasaram	Bihar	D	60
52	Sitamarhi	Bihar	D	49
53	Siwan	Bihar	D	57
54	Ambikapur	Chhattisgarh	D	51
55	Durg	Chhattisgarh	D	87
56	Jagdalpur	Chhattisgarh	D	53

S. No.	Name of City	State	City category	Final RP (Rs. in lakh)
57	Korba	Chhattisgarh	D	87
58	Raigarh	Chhattisgarh	D	67
59	Raipur	Chhattisgarh	C	149
60	Daman	Gujarat	D	128
61	Panaji	Goa	D	171
62	Amreli	Gujarat	D	132
63	Bharuch	Gujarat	D	149
64	Bhavnagar	Gujarat	C	325
65	Bhuj	Gujarat	D	149
66	Botad	Gujarat	D	135
67	Dahod	Gujarat	D	73
68	Gandhidham	Gujarat	D	149
69	Godhra	Gujarat	D	96
70	Jamnagar	Gujarat	C	351
71	Jetpur Navagadh	Gujarat	D	171
72	Junagadh	Gujarat	D	140
73	Mehsana	Gujarat	D	140
74	Palanpur	Gujarat	D	93
75	Patan	Gujarat	D	110
76	Porbandar	Gujarat	D	150
77	Surendranagar Dudhrej	Gujarat	D	131
78	Veraval	Gujarat	D	140
79	Ambala	Haryana	D	124
80	Bhiwani	Haryana	D	88
81	Jind	Haryana	D	88
82	Kaithal	Haryana	D	95
83	Panipat	Haryana	D	113
84	Rewari	Haryana	D	110
85	Rohtak	Haryana	D	110



S. No.	Name of City	State	City category	Final RP (Rs. in lakh)
86	Sirsa	Haryana	D	98
87	Thanesar	Haryana	D	107
88	Anantnag	Jammu & Kashmir	D	44
89	Bokaro Steel City	Jharkhand	D	85
90	Deoghar	Jharkhand	D	55
91	Dhanbad	Jharkhand	B	346
92	Giridih	Jharkhand	D	47
93	Hazaribag	Jharkhand	D	65
94	Medninagar (Daltonganj)	Jharkhand	D	47
95	Bagalkot	Karnataka	D	112
96	Belgaum	Karnataka	C	265
97	Bellary	Karnataka	C	282
98	Bidar	Karnataka	D	106
99	Bijapur	Karnataka	C	124
100	Chikmagalur	Karnataka	D	141
101	Chitradurga	Karnataka	D	125
102	Davangere	Karnataka	C	283
103	Gadag Betigeri	Karnataka	D	116
104	Gulbarga	Karnataka	C	150
105	Hassan	Karnataka	D	134
106	Hospet	Karnataka	D	133
107	Hubli-Dharwad	Karnataka	C	303
108	Kolar	Karnataka	D	137
109	Mangaluru	Karnataka	C	275
110	Mysuru	Karnataka	C	328
111	Raichur	Karnataka	D	108
112	Shimoga	Karnataka	C	314
113	Tumkur	Karnataka	D	139
114	Udupi	Karnataka	D	169

S. No.	Name of City	State	City category	Final RP (Rs. in lakh)
115	Alappuzha (Alleppey)	Kerala	C	463
116	Kanhangad (Kasaragod)	Kerala	D	151
117	Kannur	Kerala	C	250
118	Palakkad	Kerala	D	157
119	Thrisur	Kerala	C	349
120	Kavaratti	Lakshadweep	D	5
121	Betul	Madhya Pradesh	D	75
122	Burhanpur	Madhya Pradesh	D	78
123	Chhattarpur	Madhya Pradesh	D	68
124	Chhindwara	Madhya Pradesh	D	80
125	Damoh	Madhya Pradesh	D	70
126	Guna	Madhya Pradesh	D	72
127	Itarsi	Madhya Pradesh	D	92
128	Khandwa	Madhya Pradesh	D	78
129	Khargone	Madhya Pradesh	D	68
130	Mandsaur	Madhya Pradesh	D	80
131	Murwara (Katni)	Madhya Pradesh	D	75
132	Neemuch	Madhya Pradesh	D	84
133	Ratlam	Madhya Pradesh	D	81
134	Rewa	Madhya Pradesh	D	68
135	Sagar	Madhya Pradesh	C	80
136	Satna	Madhya Pradesh	D	73
137	Seoni	Madhya Pradesh	D	66
138	Shivpuri	Madhya Pradesh	D	64
139	Singrauli	Madhya Pradesh	D	67
140	Ujjain	Madhya Pradesh	C	101
141	Vidisha	Madhya Pradesh	D	74
142	Achalpur	Maharashtra	D	130
143	Amravati	Maharashtra	C	275

S. No.	Name of City	State	City category	Final RP (Rs. in lakh)
144	Barshi	Maharashtra	D	132
145	Chandrapur	Maharashtra	C	422
146	Dhule	Maharashtra	C	240
147	Gondiya	Maharashtra	D	113
148	Latur	Maharashtra	C	239
149	Malegaon	Maharashtra	C	311
150	Nanded	Maharashtra	C	221
151	Nandurbar	Maharashtra	D	84
152	Osmanabad	Maharashtra	D	108
153	Udgir	Maharashtra	D	113
154	Wardha	Maharashtra	D	142
155	Yavatmal	Maharashtra	D	111
156	Imphal	Manipur	C	89
157	Dimapur	Nagaland	D	46
158	Kohima	Nagaland	D	46
159	Baleshwar	Odisha	D	70
160	Baripada	Odisha	D	53
161	Berhampur	Odisha	C	136
162	Bhadrak	Odisha	D	70
163	Puri	Odisha	D	73
164	Sambalpur	Odisha	D	87
165	Abohar	Punjab	D	126
166	Barnala	Punjab	D	135
167	Bathinda	Punjab	D	136
168	Firozpur	Punjab	D	126
169	Hoshiarpur	Punjab	D	152
170	Ludhiana	Punjab	B	783
171	Moga	Punjab	D	138
172	Muktsar	Punjab	D	127

S. No.	Name of City	State	City category	Final RP (Rs. in lakh)
173	Pathankot	Punjab	D	136
174	Alwar	Rajasthan	C	82
175	Banswara	Rajasthan	D	66
176	Beawar	Rajasthan	D	132
177	Bharatpur	Rajasthan	D	93
178	Bhilwara	Rajasthan	C	80
179	Chittaurgarh	Rajasthan	D	101
180	Churu	Rajasthan	D	95
181	Dhaulpur	Rajasthan	D	80
182	Ganganagar	Rajasthan	D	121
183	Hanumangarh	Rajasthan	D	102
184	Hindaun	Rajasthan	D	80
185	Jhunjhunun	Rajasthan	D	110
186	Makrana	Rajasthan	D	96
187	Nagaur	Rajasthan	D	96
188	Pali	Rajasthan	D	106
189	Sawai Madhopur	Rajasthan	D	91
190	Sikar	Rajasthan	D	108
191	Sujangarh	Rajasthan	D	95
192	Tonk	Rajasthan	D	94
193	Gangtok	Sikkim	D	31
194	Coonoor	Tamil Nadu	D	163
195	Dindigul	Tamil Nadu	D	153
196	Erode	Tamil Nadu	C	441
197	Karaikudi	Tamil Nadu	D	149
198	Karur	Tamil Nadu	D	168
199	Nagarcoil/ Kanyakumari	Tamil Nadu	D	193
200	Neyveli	Tamil Nadu	D	157
201	Pudukkottai	Tamil Nadu	D	139

S. No.	Name of City	State	City category	Final RP (Rs. in lakh)
202	Rajapalayam	Tamil Nadu	D	159
203	Salem	Tamil Nadu	C	394
204	Thanjavur	Tamil Nadu	D	157
205	Tiruchy	Tamil Nadu	C	500
206	Tirunelveli	Tamil Nadu	C	388
207	Tiruvannamalai	Tamil Nadu	D	131
208	Tuticorin	Tamil Nadu	C	150
209	Vaniyambadi	Tamil Nadu	D	154
210	Vellore	Tamil Nadu	C	370
211	Adilabad	Telangana	D	114
212	Karimnagar	Telangana	D	128
213	Khammam	Telangana	D	123
214	Kothagudem	Telangana	D	123
215	Mahbubnagar	Telangana	D	104
216	Mancherial	Telangana	D	114
217	Nalgonda	Telangana	D	120
218	Nizamabad	Telangana	C	281
219	Ramagundam	Telangana	D	128
220	Suryapet	Telangana	D	120
221	Warangal	Telangana	C	293
222	Agartala	Tripura	D	71
223	Akbarpur	Uttar Pradesh	D	63
224	Azamgarh	Uttar Pradesh	D	67
225	Badaun	Uttar Pradesh	D	62
226	Bahraich	Uttar Pradesh	D	52
227	Ballia	Uttar Pradesh	D	65
228	Banda	Uttar Pradesh	D	61
229	Basti	Uttar Pradesh	D	66
230	Deoria	Uttar Pradesh	D	68

S. No.	Name of City	State	City category	Final RP (Rs. in lakh)
231	Etah	Uttar Pradesh	D	67
232	Etawah	Uttar Pradesh	D	77
233	Faizabad/Ayodhya	Uttar Pradesh	D	73
234	Farrukhabad cum Fatehgarh	Uttar Pradesh	D	70
235	Fatehpur	Uttar Pradesh	D	65
236	Ghazipur	Uttar Pradesh	D	68
237	Gonda	Uttar Pradesh	D	61
238	Hardoi	Uttar Pradesh	D	59
239	Jaunpur	Uttar Pradesh	D	70
240	Lakhimpur	Uttar Pradesh	D	60
241	Lalitpur	Uttar Pradesh	D	67
242	Mainpuri	Uttar Pradesh	D	68
243	Mathura	Uttar Pradesh	D	87
244	Maunath Bhanjan (Distt. Mau)	Uttar Pradesh	D	73
245	Mirzapur cum Vindhyachal	Uttar Pradesh	D	73
246	Moradabad	Uttar Pradesh	B	280
247	Muzaffarnagar	Uttar Pradesh	C	94
248	Orai	Uttar Pradesh	D	75
249	Raebareli	Uttar Pradesh	D	72
250	Saharanpur	Uttar Pradesh	C	95
251	Shahjahanpur	Uttar Pradesh	C	69
252	Shikohabad	Uttar Pradesh	D	84
253	Sitapur	Uttar Pradesh	D	60
254	Sultanpur	Uttar Pradesh	D	60
255	Dehradun	Uttarakhand	C	432
256	Haldwani-cum Kathgodam	Uttarakhand	D	106
257	Haridwar	Uttarakhand	D	97
258	Alipurduar	West Bengal	D	93



S. No.	Name of City	State	City category	Final RP (Rs. in lakh)
259	Asansol	West Bengal	B	306
260	Baharampur	West Bengal	C	63
261	Balurghat	West Bengal	D	87
262	Bankura	West Bengal	D	80
263	Barddhaman	West Bengal	C	90
264	Bongaon	West Bengal	D	108
265	Darjiling	West Bengal	D	130
266	Dhulian	West Bengal	D	81
267	English Bazar	West Bengal	C	59
268	Kharagpur	West Bengal	D	86
269	Kolkata	West Bengal	A+	5339
270	Krishnanagar	West Bengal	D	95
271	Puruliya	West Bengal	D	72
272	Raiganj	West Bengal	D	70
273	Silliguri	West Bengal	C	100

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