

**No. 1404/9(ii)/2025-TV(I)**  
**Government of India**  
**Ministry of Information and Broadcasting**  
**'A' Wing, Shastri Bhawan**  
**New Delhi-110 001**

Dated: 28.11.2025

To

The Managing Director,  
M/s Divyavani Social Communications  
P No: 50, Sebastian Road, Secunderabad,  
Hyderabad-500003  
Email Id:- divyavanitv2025@gmail.com

**Subject:** Permission to uplink and downlink a Non-News and Current Affairs (NNCA) TV Channel namely, "Divyavani TV" in India of M/s. Divyavani Social Communications-reg.

Sir,

I am directed to refer to your online application No. 148213 on the subject mentioned above and to convey permission to M/s. Divyavani Social Communications to uplink and downlink a NNCA TV Channel, namely 'Divyavani TV' for a period of 10 years from the end of the month in which the channel becomes operational. The permission shall be subject to renewal of the MHA security clearance which is currently valid up to 18.09.2035 under the extant Guidelines for Uplinking and Downlinking of Satellite TV Channels in India, 2022 (Policy Guidelines, 2022) as per the following details and subject to the conditions given below:

<b>Registration No.</b>	1104 /I/2025 -TV(I)
<b>Name of the Channel</b>	Divyavani TV
<b>Category of Channel</b>	Non-News and Current Affairs TV channel
<b>Language of TV channel</b>	All Indian Scheduled Languages
<b>Logo of the Channel</b>	As submitted by the applicant along with the proposal (copy enclosed)
<b>Mode of Transmission of the TV channel</b>	Standard Definition (SD)
<b>Name of the Teleport</b>	M/s Indiasign Private Ltd., Gurgaon
<b>Name of the Satellite</b>	GSAT-30 satellite, C-Band
<b>List of the Board of Directors</b>	1. Sh. Poola Anthony 2. Sh. Polimera Jaya Rao 3. A Stanislaus 4. Lourduraj Ignasimuthupillai

2. The company shall comply with the following:

(a) The validity period of the clearance on GSAT-30 satellite would be co-terminus with authorization granted by IN-SPACE for these satellites or upto the validity of teleport

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agreement(s), whichever is earlier. The use of capacity on the satellites will be as per the Norms, Guidelines, Procedures for implementation of Indian Space Policy, 2023, released by IN-SPACe.

(b) No change in this permission is permitted without prior approval of the Ministry of Information and Broadcasting (MIB).

(c) All terms & conditions prescribed in the Guidelines for Uplinking and Downlinking of Satellite Television Channel in India, 2022 as amended from time to time.

(d) The undertaking given by the permission holder company in the affidavit dated 15.03.2025 submitted for uplinking and downlinking, during the period of validity of this permission.

(e) The permission holder company shall comply with the Programme and Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed there under.

(f) Condition that the permission holder company will not use uplinking facilities such as DSNG/SNG/RTTS/VSAT, etc. without prior approval of the MIB.

(g) Condition that the permission holder company is required to operationalize the channel within one year from the date of obtaining all necessary clearances from WPC and SMC and intimate the same to the MIB along with a copy of the WPC license.

(h) The due date for the succeeding year's permission fee would be one year from date of operationalization of the TV channel and would have to be deposited 60 days before such fee becomes due.

(i) Annual Permission Fee (APF) paid after the due date shall attract late fee charges levied at simple interest rate of 1% per month. Incomplete month shall be considered as one month for the purpose of late fee calculation.

(j) The permission holder company shall seek fresh permission/ registration from the Government at least 3 months before the due date of completion of permission period of 10 years.

(k) The permission holder company shall comply with such conditions of the Ministry of Home Affairs (MHA) as may become applicable in this regard from time to time.

(l) The permission holder company shall inform the MIB regarding changes in management control or ownership pattern of the company.

(m) The permission holder company has paid **Security Deposit of Rs. 14 Lakh on 30.10.2025 through Broadcast Seva Portal in respect of the TV channel namely 'Divyavani TV' (Transaction Ref. No. 2910250065059)**. The security deposit will be refunded to the company due to expiration, withdrawal, cancellation or termination of permission after adjustment of outstanding dues, if any.

3. The permission holder company shall also adhere to the following conditions with regard to security related clearance:-

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(a) The MIB shall be empowered to impose such restrictions as may be necessary as and when required.

(b) The MIB shall have the power to revoke the permission on the grounds of national security and/or public order.

(c) The MIB shall have the power to prohibit transmission of programmes considered to be prejudicial to friendly relations with foreign governments, public order, security of state, communal harmony, etc.

(d) The MIB shall have the power to revoke the permission if the permission holder company is found indulging in acts inimical to India's national security.

(e) The permission holder company shall provide access to facilities of all equipment and records/ system to the MIB or its representative(s).

(f) The permission holder company should make available detailed information about all equipments and its location(s).

(g) The MIB shall be legally competent to take over the stations on the occurrence of public emergency or in the interest of public safety/ order.

(h) Monitoring stations should be set up so as to facilitate prompt intervention for deterrent action against violations of technical parameters and provisions laid down in the legislation/ guidelines and licensing agreements/ permission conditions.

(i) The MIB shall be empowered to modify the laid down conditions or incorporate any condition as and when necessary in the interest of national security.

(j) The permission holder company shall make available to the MIB the detailed technical information about the equipment's used/ to be used.

4. The permission holder company shall comply with the following basic conditions / obligations:-

(a) The permission holder company shall adhere to all other code/ standards/ guidelines/ restrictions prescribed by the MIB, Government of India for regulation of the content on TV channel from time to time.

(b) The permission holder company shall obtain prior approval of the MIB before undertaking any up-gradation, expansion or any other changes in the downlinking and distribution system/network configuration.

**(c) The permission holder company shall provide Satellite TV channel signal reception decoders only to the MSOs/ Cable operators registered under the Cable Television Networks (Regulation) Act 1995 or to a DTH operator registered under the DTH guidelines issued by Government of India or to an Internet Protocol Television (IPTV) Service Provider duly permitted under their existing Telecom License or authorized by Department of Telecommunications or to a HITS operator duly permitted under the policy guidelines for HITS operators issued by the MIB.**

(d) The permission holder company shall ensure that any of its channel, which is unregistered or prohibited from being telecast or transmitted or re-transmitted in India,

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under the Cable Television Networks (Regulation) Act 1995 or the DTH guidelines or any other law for the time being in force, cannot be received in India through encryption or any other means.

(e) The Union Government shall have the right to suspend the permission of the company/registration of channel for a specified period in public interest or in the interest of national security to prevent the misuse of the channel. The company shall immediately comply with any directives issued in this regard.

(f) The permission holder company seeking permission to uplinking and downlinking a channel shall operationalize the channel within one year from the date of obtaining all necessary clearances from WPC and SMC, failing which the permission will liable to be withdrawn without any notice in this regards. However, the permission holder company shall be afforded a reasonable opportunity of being heard before such a withdrawal.

(g) The permission holder company shall adhere to the norms, rules and regulations prescribed by any regulatory authority set up to regulate and monitor the broadcast services in the country.

(h) The permission holder company shall keep a record of programmes uplinked and downlinked for a period of 90 days and to produce the same before any agency of the Government as and when required.

(i) The permission holder company shall furnish such information as may be required by the MIB from time to time.

(j) The permission holder company shall provide the necessary monitoring facility at its own cost for monitoring of programmes or content by the representative of the MIB or any other Government agency as and when required.

(k) In the event of any war, calamity/national security concerns, the Government shall have the power to prohibit for a specified period the downlinking/reception/transmission and re-transmission of any or all channels. The permission holder company shall immediately comply with any such directions issued in this regard.

(l) The permission holder company is required to provide information regarding criminal case(s), if any, registered against the company, owner, promoter, or any of its directors after the issue of permission.

(m) The permission holder company is required to provide complete set of technical parameters/ Cam Module/ VC Card (for pay channel) in respect of the proposed TV channel(s) to the undersigned (usi.inb@nic.in) and to EMMC (emmc.comm@gmail.com) within seven (7) days of operationalization of the TV channel.

(n) The permission holder company shall ensure that uplinking may be done in the Frequency Band specified by the applicant and uplinking in any band (other than C band) shall only be in encrypted mode.

(o) The permission holder company shall comply with the terms and conditions laid down by the DOS and WPC Wing, Ministry of Communications including payment of applicable fees/ royalty to WPC Wing for the use of spectrum.

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5. With this permission, **M/s. Divyavani Social Communications** must operationalize the Non-News and Current Affairs TV Channel, namely, '**Divyavani TV**' within a period of one year from the date of obtaining all necessary clearances from the WPC and SMC, failing which, this permission shall be cancelled and the Performance Bank Guarantee No. **LOBG802242508346 dated 29.10.2025 for Rs. One Crore** issued by the IDFC FIRST Bank Limited. Ground Floor, AMG Plaza, GHMC No 10-2, Marred Pally, 277/A, Entrenchment Rd, beside Reliance Digital, Secunderabad, Hyderabad, Telangana-500026 shall be forfeited in accordance with the provisions contained in the Appendix III of the Policy Guidelines, 2022.

6. **M/s. Divyavani Social Communications** is advised to approach the WPC Wing, Ministry of Communications for obtaining operational license/ frequency approval in this regard. This permission is valid only if the company holds a valid WPC license for the channel.

Yours faithfully,

*Naushad*  
28/10/25

(Mohammad Naushad Alam)

Under Secretary to the Govt. of India

Tel : 23073134

Email ID: usi.inb@nic.in

**Encl:** As above

**Copy to:**

**M/s. Indiasign Private Limited, A-49, Harton Complex, Electronic City, Sector-18, Gurgaon-122015, Haryana (Teleport Operator)**- you are required to comply with the terms & conditions laid down in the Teleport License Agreement entered with the MIB and uplinking and downlinking guidelines as amended from time to time while uplinking the said channel.

*Naushad*  
28/10/25

(Mohammad Naushad Alam)

Under Secretary to the Govt. of India

**Copy for information to:**

- i. Wireless Adviser, WPC Wing, Room No.501, Ministry of Communications, Sanchar Bhawan, New Delhi – with a request to endorse to this Ministry a copy of the operating license issued to the company.
- ii. Director, Satellite Communication & Navigation Programme Office, ISRO Hqrs. Antariksh Bhawan, New BEL Road, Bangalore – 560231
- iii. Secretary, TRAI, Mahanagar Doorsanchar Bhawan, Jawahar Lal Nehru Marg (Old Minto Road), New Delhi-110002
- iv. DG, EMMC, 10<sup>th</sup> Floor, Soochna Bhawan, CGO Complex, New Delhi-110003.
- v. DDG, SMC (earlier NOCC), 7th Floor, Mahanagar Doorsanchar Bhawan, Old Minto Road, J.L.N. Marg, New Delhi - 110002- with a request to endorse to this Ministry a copy of the operating license issued to the company.
- vi. Guard File

(Hindi version will follow)

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Divyavani TV Logo



Naushad  
28/11/25

(محمد نواز آلم / Mohammad Naushad Alam)  
अवर सचिव / Under Secretary  
सूचना एवम् प्रसारण मन्त्रालय  
Min. of Information & Broadcasting  
भारत सरकार, नई दिल्ली  
Govt. of India, New Delhi