

No N 38014/4/2025-FM
Government of India
Ministry of Information and Broadcasting
(FM Cell)

Shastri Bhawan, New Delhi
13 August 2025

Subject: Successful Bidders under e-auction of Third Batch of Private FM Radio Phase III channels

With reference to the subject above, details of successful bidders in each city with associated Frequency Spot along with successful bid amount i.e. Non Refundable One Time Entry Fee (NOTEF) are given below:

S.No	City Name	Successful Bidder(s)	Frequency spot selected (MHz)	Successful Bid Amount (NOTEF) (in ₹)
1	Alwar	DB CORP LTD	92.1	82,00,000
2	Ambala	SAPPHIRE MEDIA LTD	104.4	1,24,00,000
		DB CORP LTD	106.0	1,24,00,000
3	Badaun	SETWELL COATINGS (INDIA) PVT LTD	92.3	62,00,000
4	Bathinda	SAPPHIRE MEDIA LTD	95.0	1,36,00,000
5	Bhilwara	DB CORP LTD	94.3	80,00,000
		RAJASTHAN PATRIKA PVT LTD	93.5	80,00,000
6	Bhuj	DB CORP LTD	94.3	1,49,00,000
7	Coonoor	MALAR PUBLICATIONS LTD	94.3	1,63,00,000
8	Daman	DB CORP LTD	93.7	1,28,00,000
9	Dibrugarh	AM TELEVISION PVT LTD	91.9	39,00,000
10	Dindigul	MALAR PUBLICATIONS LTD	94.3	1,53,00,000
		KAL RADIO LTD	104.0	1,53,00,000
11	Etawah	SETWELL COATINGS (INDIA) PVT LTD	92.1	77,00,000
12	Faizabad/Ayodhya	SAPPHIRE MEDIA LTD	92.9	73,00,000
		JCL INFRA PVT LTD.	91.3	73,00,000
13	Farrukhabad Cum Fatehgarh	RLFE PVT LTD	93.7	70,00,000
14	Gandhidham	DB CORP LTD	91.5	1,49,00,000
15	Ganganagar	DB CORP LTD	104.0	1,21,00,000
16	Haldwani-Cum-Kathgodam	PINDARI MEDIA ENTERTAINMENT PVT LTD	98.3	1,06,00,000
17	Haridwar	SAPPHIRE MEDIA LTD	92.9	1,08,01,193
		PINDARI MEDIA ENTERTAINMENT PVT LTD	91.3	1,08,01,193
		RLFE PVT LTD	92.1	1,08,01,193
18	Jorhat	AM TELEVISION PVT LTD	95.0	41,00,000
19	Kaithal	SAPPHIRE MEDIA LTD	91.3	95,00,000
20	Kanhangad (Kasaragod)	THE MATHRUBHUMI PRINTING AND PUBLISHING CO. LTD.	104.8	1,55,57,545
		SANTAMONICA TOURS AND TRAVELS PVT. LTD.	91.1	1,55,57,545
		THE MALAYALA MANORAMA CO.PVT. LTD.	106.4	1,55,57,545

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21	Karaikudi	MALAR PUBLICATIONS LTD	91.1	1,49,00,000
22	Karur	MALAR PUBLICATIONS LTD	92.3	1,68,00,000
		KAL RADIO LTD	94.7	1,68,00,000
23	Ludhiana	SAPPHIRE MEDIA LTD	92.3	7,83,00,000
24	Mathura	SAPPHIRE MEDIA LTD	106.2	87,00,000
		SETWELL COATINGS (INDIA) PVT LTD	107.0	87,00,000
25	Moradabad	HT MEDIA LTD.	93.7	2,80,00,000
26	Nagarcoil/ Kanyakumari	MALAR PUBLICATIONS LTD	91.1	1,93,00,000
		KAL RADIO LTD	91.9	1,93,00,000
27	Neyveli	MALAR PUBLICATIONS LTD	91.3	1,57,00,000
28	Palakkad	AHALIA HEALTHCARE LTD.	93.9	1,69,84,512
		THE MATHRUBHUMI PRINTING AND PUBLISHING CO. LTD.	94.7	1,69,84,512
		THE MALAYALA MANORAMA CO.PVT. LTD.	93.1	1,69,84,512
29	Pali	DB CORP LTD	105.6	1,06,00,000
30	Panipat	SAPPHIRE MEDIA LTD	94.9	1,13,00,000
		DB CORP LTD	106.6	1,13,00,000
31	Pudukkottai	MALAR PUBLICATIONS LTD	105.0	1,39,00,000
32	Puri	JCL INFRA PVT LTD.	98.3	73,00,000
33	Rajapalayam	MALAR PUBLICATIONS LTD	91.1	1,59,00,000
34	Ratlam	DB CORP LTD	104.0	81,00,000
35	Rewa	DB CORP LTD	91.1	68,00,000
		MADHURESH PUBLICATIONS PVT. LTD.	91.9	68,00,000
36	Rewari	DB CORP LTD	94.7	1,10,00,000
		LOHCHAB MOTOR COMPANY PVT. LTD.	93.9	1,10,00,000
37	Rohtak	SAPPHIRE MEDIA LTD	95.8	1,10,00,000
		DB CORP LTD	96.6	1,10,00,000
		LOHCHAB MOTOR COMPANY PVT. LTD.	97.4	1,10,00,000
38	Sambalpur	EASTERN MEDIA LTD.	91.9	87,00,000
39	Sikar	DB CORP LTD	104.8	1,08,00,000
		RAJASTHAN PATRIKA PVT LTD	106.4	1,08,00,000
40	Silchar	AM TELEVISION PVT LTD	91.9	29,00,000
41	Thanjavur	MALAR PUBLICATIONS LTD	91.9	1,57,00,000
		KAL RADIO LTD	94.3	1,57,00,000
42	Tiruvannamalai	MALAR PUBLICATIONS LTD	92.9	1,31,00,000
43	Vaniyambadi	MALAR PUBLICATIONS LTD	94.5	1,54,00,000

Note: The above data has been compiled on the basis of system generated “Final Round Result Report” and “Frequency Identification Report” accessible through auction administrator role.

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Additional Director
Ministry of I&B