



A Unit of Dheeran Group

MISSION

Our purpose, as a unified team, is to contribute towards the prosperity and well-being of people in all circles of life be it at work or play, by creating and distributing comprehensive, dynamic, broadcast programs that will inform, engage, educate, and entertain all age groups.

VISION

To be recognized as a preeminent, world class Media and Communications Company that produces inspirational content channels with extraordinary broadcast experiences.

OUR VALUES

To connect with transparency, dignity and trust. Holding ourselves accountable for results.

Who we are & What we do

- We are an esteemed company from the M/s. Dheeran Group.
- We have been into this Media field for almost 37+ Years collaborating with many entities.
- Now we are representing ourselves as one of the standalone channels to serve the public in different fields such as Business, Education & Entertainment.
- We are here to encourage and develop your requirements from Basic to Advanced levels through our Ad services.
- Moreover, we support live programs telecasting and special category programs.



Types of Advertisement

Visual Ad

L - Shape Ad

Sponsor Ad

Live / Recording Program

Visual Advertisement

₹ 7/- (Seven) / Sec (Monthly)

₹ 10/- (Ten) / Sec (Weekly)

Minimum 2 (Two) Tracks

Program Schedule

Time	Program	Time	Program
6:00am	Bakthineram	2:00pm	Matinee Movie
6:30am	Fresh Beats (New Songs)	5:00pm	Audio Launch (New Movies / Interview)
7:00am	Mahathana Maruthuvam	5:30pm	Star Hits
7:30am	Rasi Palan	6:00pm	Dial a song (Live 1 hr)
8:00am	Kongu Tamil Vanakkam (Live)	7:00pm	Super Scenes
9:00am	Morning Show (Movies)	7:30pm	Album Songs
12:00pm	Love Meter (Love Songs)	8:00pm	K Flix (Web Series)
12:30pm	Comedy Galatta	9:00pm	Night Show (Thriller Movies)
1:00pm	Dial a song (Live 1 hr)	12:00am - 6:00am (next day) hits	

Advertisement Tariff

S.No	Description	Duration	No.of Time / Day	Amount / Day	Amount / Month	Note
1	Sponsor Ad	3 hrs	1 Time	7,000	1,25,000	Only 1 client / Day
2	Visual Ad (1 Track)	20 sec	1 Track	1,000	25,000	1st Ad Charges Extra
3	Visual Ad (9 Tracks)	20 sec	1 Track	8,000	2,00,000	1st Ad Charges Extra
4	Live Program	50 min	1 Program	12,000	2,50,000	Peak Hours Charges Extra
5	Recording Program	50 min	1 Program	12,000	2,50,000	Making Charges Extra
6	L Shape Ad	10 sec	10 Times	3,000	50,000	Only 2 Clients / Day

Spot Advertisement - Times Chart

Track 1	Track 2	Track 3	Track 4	Track 5	Track 6	Track 7	Track 8	Track 9
06.00 Am	06.30 Am	07.00 Am	07.30 Am	08.00 Am	08.30 Am	09.00 Am	09.30 Am	10.00 Am
10.30 Am	11.00 Am	11.30 Am	12.00 Am	12.30 Pm	01.00 Pm	01.30 Pm	02.00 Pm	02.30 Pm
03.00 Pm	03.30 Pm	04.00 Pm	04.30 Pm	05.00 Pm	05.30 Pm	06.00 Pm	06.30 Pm	07.00 Pm
07.30 Pm	08.00 Pm	08.30 Pm	09.00 Pm	09.30 Pm	10.00 Pm	10.30 Pm	11.00 Pm	11.30 Pm

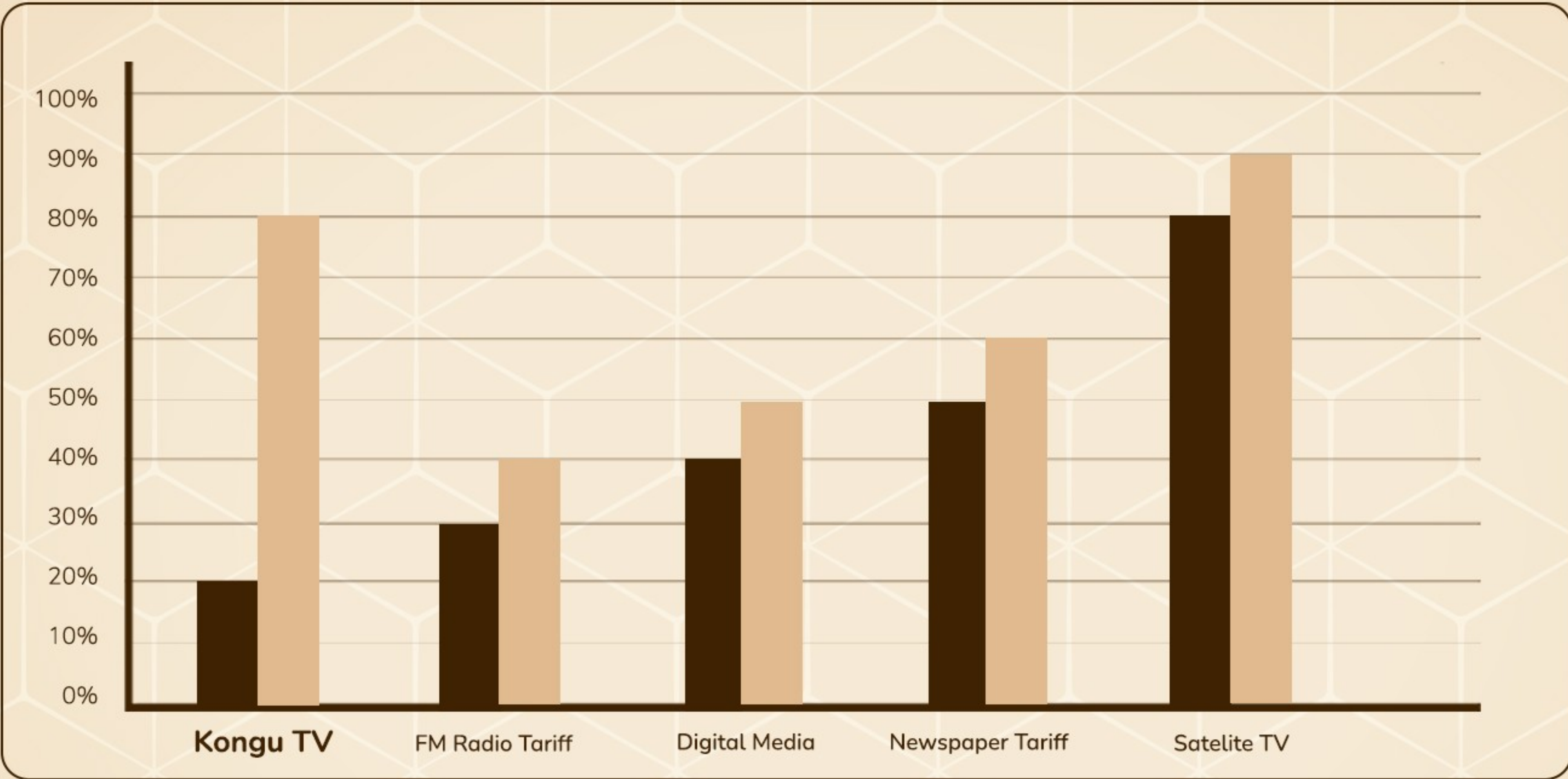
Corporate Packages (30 Days)

Package 1 (Rs.1,50,000)	Package 2 (Rs.2,50,000)	Package 3 (Rs.3,50,000)
10 Recording Programs (or) Live	20 Recording Programs (or) Live	30 Recording Programs (or) Live
Visual Ad 3 Tracks (12 Times / Day)	Visual Ad 6 Tracks (24 Times / Day)	Visual Ad 9 Tracks (36 Times / Day)
Sponsor Ad 1 Time / Month	Sponsor Ad 2 Times / Month	Sponsor Ad 3 Times / Month
L Shape Ad 10 Times / Day	L Shape Ad 20 Times / Day	L Shape Ad 30 Times / Day
10 sec Promo - 3 Times / On Program Day	10 sec Promo - 6 Times / On Program Day	10 sec Promo - 10 Times / On Program Day
Recording Program Making Charges Extra	Recording Program Making Charges Extra	Recording Program Making Charges Extra

Highlights

- Overall we have reached **1.5 crore Subscribers**.
- Our Programs are streamed in **HD (High Definition) Quality**.
- Daily our Kongu TV is viewed by **5 crore viewers**.
- Our Channel's area coverage is **through out Tamilnadu**.
- Our Channel is livestreamed on our website.
- Advertisements will be **Streamed 1080 times** in a month.
- Our **mobile app** is compatible for **Android, IOS & OTT** platform.

Why Kongu Tv ?



Note

- All the charges mentioned above are excluding 18% of GST
- All programs will be streamed in HD (high-definition) Quality only.
- Area Coverage @100% Tamilnadu.
- Payment 100% in Advance By Mode of Cash or NEFT/IMPS or Google Pay
- Cheque Favours "DHEERAN NETWORK"



Explore The
Unexplored

COIMBATORE

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Tamil Nadu, India

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