



**Tirumala Tirupati Devasthanams**

**Presents**

**SRI VENKATESWARA BHAKTI CHANNEL**

**GOD'S OWN CHANNEL**



**TTD**

***"Venkatadri Samam Sthanam.... Brahmande Nasthi Kinchanah  
Venkatesa Samo Devo.... Na Bhutho.... Na Bhavishyathi"***

*"There is no place on the whole universe that equals Venkatadri - the sacred abode of Lord Venkateswara.  
And neither there is any God equal to Lord Venkateswara, ever in the past nor in the future..."*





## About SVBC



- **S**ri Venkateswara Bhakti Channel (SVBC), promoted by the Tirumala Tirupati Devasthanams which administers the richest temple of Lord Venkateswara/Balaji Mandir at Tirumala, is a pioneer among the devotional channels in India.
- Established with the divine grace of Lord Venkateswara in 2008, SVBC aims to promote and propagate the values embedded in the ancient Hindu religion and culture through live and recorded programmes on the spiritual theme, some of which are 'Exclusive only on' Sri Venkateswara Bhakti Channel.
- Sri Venkateswara Bhakti Channel, broadcasts close to 11 hours of live telecasts of important daily/weekly rituals held at the sacred abode of Lord Venkateswara at Tirumala and at the temple of Goddess Padmavathi Ammavaru (Goddess of Wealth) at Tiruchanoor.
- The crisp news bulletins with devotional content broadcast on SVBC with information pertaining to the status of crowd, darshan, accommodation etc, are ardently watched by millions of devotees across the globe. The news bulletins provide the necessary updates to the devotees planning to visit the Tirumala shrine, a shrine which is visited by 60000-1 lakh devotees daily.
- SVBC provides extensive live coverage to all annual Hindu festivals including the 9-day spiritual splendor of Srivari Brahmotsavams, which is celebrated with utmost pomp and gaiety at Tirumala.



### MISSION & VISION STATEMENTS OF SVBC

**Mission Statement:** Sri Venkateswara Bhakti Channel, in pursuance of its vision, strives to design, develop and distribute – through the medium of television- Programmes that promote spiritual, religious, cultural and ethical values in all sections of the society.

**Vision Statement:** Sri Venkateswara Bhakti Channel aims to promote and propagate the values embedded in the Hindu Sanathana Dharma and the rich aura of Lord Venkateswara among the masses, through live & recorded programmes





## DISTRIBUTION



- Sri Venkateswara Bhakti Channel is a Pan India devotional channel which does not have any regional/linguistic barriers.
- The Prime Programmes daily being the live telecasts of important daily rituals held at the sacred abode of Lord Venkateswara, SVBC enjoys tremendous viewership across the country and the globe.
- And in an effort to take the divine grace of Lord Venkateswara to every nook and corner of the country, SVBC is available on all DTH platforms and leading cable TV networks in the country.
- Sri Venkateswara Bhakti Channel is also viewed on the You Tube & Online platforms in 72 countries across the globe. Also available on Social Media Platforms.

### BOX DEPICTING DTH PLATFORM SVBC POSITIONING WITH CHANNEL NUMBERS



Also available on all leading cable TV Networks all over India





## PROGRAMME DETAILS



### Srivari Kalyanotsavam:



Srivari Kalyanotsavam is one of the most sought after Arjitha sevas (Special Puja on payment) performed to the processional deities of Lord Venkateswara and his two consorts Goddess Sridevi and Goddess Bhudevi. The Srivari Kalyanotsavam (the celestial wedding) is an arjitha seva which is performed at the sacred abode of Lord Venkateswara at Tirumala daily all through the year except on select festive occasions such as the annual Brahmotsavams, Lunar or Solar Eclipse days etc. The Srivari Kalyanotsavam is held daily between 12 noon to 1 PM. The Srivari Kalyanotsavam Programme telecast live daily on SVBC garners tremendous viewership across the country.

**Time Band: 12 PM to 1 PM (Prime)**

Dolotsavam is a fascinating Arjitha seva performed to the processional deities of Lord Malayappa Swamy and his two divine consorts Goddess Sridevi and Goddess Bhudevi on a daily basis. The arjitha seva is held 6 days in a week at the world renowned Tirumala temple and the proceedings are live telecast on SVBC (Except on Sundays). As part of the Dolotsavam ritual, the deities of Lord Malayappa Swamy and his two consorts are seated on a Golden Swing (Unjal) in the Aina Mahal (Addala Mandapan or Mirror hall) situated inside the Tirumala temple, and the deities are rhythmically swung to the accompaniment of the Veda Parayanam and the Mangala Vayidams.

**Time Band: 1:40 PM to 2:00 PM (Prime)**

### Dolotsavam



### Arjitha Brahmotsavam:



Arjitha Brahmotsavam is an important daily Arjitha seva performed inside the sacred abode of Lord Venkateswara at Tirumala. The 'Arjitha Brahmotsavam' is the abridged version of the Brahmotsavam event and the daily Arjitha Brahmotsavam is performed at the Vaibhavotsava mandapam where the vahanams are kept throughout the year. As part of the Arjitha Brahmotsavam ritual, Lord Malayappa Swamy is seated majestically atop the Garuda Vahanam, the Hanumantha Vahanam and the Sesha Vahanam in a sequence.

**Time Band: 2:00 PM to 2:30 PM (Prime)**





## PROGRAMME DETAILS



### Vasanthotsavam:

Vasanthotsavam is a daily arjitha seva held at the Lord Balaji temple at Tirumala wherein a celestial bath (Abhishekam) is rendered to the processional deities of Lord Malayappa Swamy and his two consorts Goddess Sridevi and Goddess Bhudevi. The Seva begins with perfumeries and scents applied to the deities amidst the chanting of the vedic hymns including the Sri Suktam, Purusha Suktam, Narayana Suktam and the Bhu Suktam. As the ritual draws to an end, a perforated plate is held on top of the deities and water poured, creating a shower and a visual feast to the devotees.

**Time Band: 2:30 PM to 3:00 PM (Prime)**



### Sahasra Deepalankara Seva:

Sahasra Deepalankara Seva (SD Seva) is one of the most celebrated daily rituals held at the sacred abode of the Lord of the seven hills daily. As part of the Sahasra Deepalankara Seva, about 1000 Diyas (Ghee-lit lamps) are decorated in the Unjal mandapam situated at the south eastern corner of the Tirumala temple. And as the sun sets, the Lord is majestically seated on the Unjal (Swing) amidst the glowing lamps and the deities are swung rhythmically to the Vedic hymns and the Annamacharya Sankeertans. The SD Seva which is live telecast on Sri Venkateswara Bhakti Channel garners highest viewership among the daily programmes.

**Time Band: 5:00 PM to 6:00 PM (Prime)**





## PROGRAMME DETAILS



### Nadaneerajanam :

Nadaneerajanam is a unique cultural phenomenon which showcases the great Indian heritage in dance and music especially its bhakthi tradition. This 90-minute programme staged everyday without a break since August 15, 2009, on a concert platform opposite to the Sri Venkateswara temple at Tirumala has been host to a daily programme of classical music and/or dance called Nada Neerajanam.

Adding tremendously to the reach and popularity of Nada Neerajanam is TTD's Sri Venkateswara Bhakti Channel (SVBC) which telecasts live everyday's programme. This telecast enjoys a viewership of millions across India and is seen abroad too in over 100 countries including in Europe, America and other parts of the globe.

**Time Band : 6:00 PM to 7:30 PM (Prime)**



Living legends to upcoming artists – you can find them performing on the Nada Neerajanam dias. These include the iconic Padma Vibhushan Dr Mangalampalli Balamuralikrishna, Bharat Ratna Smt. Lata Mangeshkar, Bombay Sisters, Vittaldas Maharaj, Sudha Ragunathan, Shobha Naidu, Shobana Chandrakumar Pillai etc. Both Carnatic and Hindustani music including vocal and instrumental performances and all Indian classical-dance forms have been part of Nada Neerajanam.





## ANNUAL BRAHMOTSAVAMS



### **BRAHMOTSAVAMS – THE MOST CELEBRATED HINDU SPECTACLE ON EARTH SRIVARI BRAHMOTSAVAMS, TIRUMALA :**

Srivari Brahmotsavams, Tirumala – the nine day annual Brahmotsavams of Lord Venkateswara is the most celebrated Hindu spectacle on Earth which draws millions of devotees from every nook and corner of the globe to the sacred abode of Lord Venkateswara at Tirumala every year.

Grandeur marks the 9-day celestial event, as the Lord of the riches adorned with precious and antique jewellery is taken out on pleasure rides as part of the processions held twice or thrice a day during the annual Brahmotsavams. Devotees irrespective of age, gender, language, vie with one another to take part in this spiritual splendor.

Being the official channel of the Tirumala Tirupati Devasthanams, SVBC not only live-telecasts the proceedings of the annual Brahmotsavams at Tirumala but also provides clean feed to all other channels including devotional and news.

### **Goddess Padmavathi Ammavari Brahmotsavams, Tiruchanoor:**

The Brahmotsavams of Goddess Padmavathi Ammavaru at Tiruchanoor, is yet another fascinating festival celebrated annually which attracts a huge turnout of devotees to the shrine of the goddess of wealth. Tremendous significance is attached to the Tiruchanoor Brahmotsavams as the Goddess of wealth goes around flaunting her antique jewellery, silk attires and amusing floral decorations.

## THE SPECTACULAR UTSAVAM OF THE VAHANAMS







## TARIFF



Sri Venkateswara Bhakti Channel, promoted by the Tirumala Tirupati Devasthanams which administers the world renowned temple of Lord Venkateswara Swamy at Tirumala, is a 24-hour spiritual-television channel with a global footprint.

Established on July 7th, 2008 with the divine blessings of Lord Venkateswara, Sri Venkateswara Bhakti Channel is the No.1 Spiritual channel in India which aims to promote and propagate values embedded in the Hindu Religion and Culture through live and recorded programmes on the spiritual theme, some of which are exclusive only on Sri Venkateswara Bhakti Channel.

Besides airing the live-proceedings of the daily rituals including Kalyanotsavam, Dolotsavam, Arjitha Brahmotsavam, Vasanthotsavam, Sahasra Deepalankara Seva, Sri Venkateswara Bhakti Channel enjoys the privilege to exclusively live-telecast the proceedings of the 9-day spiritual splendour 'Annual Brahmotsavams' of Lord Venkateswara at Tirumala, an event during which the SVBC registers a record percentage of viewership.

Given the fact that Sri Venkateswara Bhakti Channel is the pioneer among the spiritual channels in India, the channel enjoys viewership not just in the state of Andhra Pradesh but across the country & worldwide and is a perfect platform for advertisers to reach out to their target audience.

Based on the advertisement budget proposals from the clients, options for Sponsor and Associate Sponsor shall be made available for Live-telecasts from Tirumala including Srivari Kalyanotsavam, Dolotsavan, Arjitha Brahmotsavam, Sahasra Deepalankara Seva (SD Seva), Naada Neerajanam, Annual Brahmotsavams from Tirumala and Tiruchanoor etc.

## Commercials Tariff

1. Prime Time (10 Seconds) – Rs. 2000 (Gross). Rs. 1700 (Net)
2. Non Prime Time (10 Seconds) – Rs. 1000 (Gross). Rs. 850 (Net)
3. Scrolls without Logo – Rs. 150 Per Scroll (Minimum 10 Scrolls per day)
4. Scrolls with logo – Rs. 200 Per Scroll (Minimum 10 Scrolls per day)
5. Scrolls unlimited/day (Without Logo) – Rs.15000 (07.00 AM to 11 PM)
6. Scrolls unlimited/day (With Logo) – Rs. 20000 (07.00 AM to 11 PM)

• SVBC is exempt from Service Tax • Promo Tags & OCL,CCLs will be provided as applicable

## Terms & Conditions

- All advertisements will be governed by the code for commercial Advertising of Ministry of I & B / SVBC,TTD Guide lines.
- 100% of Advertisement Amount must be remitted before the Telecast for NON-DEAL Clients.
- Any postponement of AD must be intimated immediately before 3days of telecast of the Ad Date, Future Date must be intimated before 1 week of AD telecast date and rates will be charged according to AD Telecast Date.
- Release Order and Advertisement material has to reach Sri Venkateswara Bhakti Channel, Tirupati 7 days prior to the date of telecast.
- All Rates are in INR for 10 Sec.
- Cancellation: 7 days prior to the telecast.
- All Payments has to be made in the form DD/Cheques/RTGS, to be drawn in favour of "Sri Venkateswara Bhakti Channel" payable at Tirupati.
- SVBC shall not be responsible for any third party's claim and the Advertising Agency placing the order /advertisement on behalf of the advertiser shall be solely and fully responsible for such claims made by any third party in any court of law.
- The Agencies shall also pay TDS/Income tax liability accruing due to 15% Agency/clients Commission / discount retained by them.

**FOR BOOKINGS CONTACT: LIAISON OFFICER (MARKETING)**

**SRI VENKATESWARA BHAKTI CHANNEL, TIRUPATI, MOBILE: 7382309999, 77026 22288**

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