

TV Plan

Period : 17th March-31st March'08

				March														
Channels	Programme	Day	Time Band	Mon 17	Tue 18	Wed 19	Thu 20	Fri 21	Sat 22	Sun 23	Mon 24	Tue 25	Wed 26	Thu 27	Fri 28	Sat 29	Sun 30	Mon 31
Star Plus	BAA BAHOO AUR BABY	Fri-Sun	2130-2200							1							1	
	KASTURI	Mon-Thu	2130-2200			1												
	KYUNKI SAAS BHI KABHI	Mon-Thu	2230-2300				1											
	KARAM APNAA APNAA	Mon-Thu	2330-2400		1										1			
	KYUNKI SAAS BHI KABHI BA	Mon-Thurs	1500-1530	1							1							
	HFF - Shanivar Comedy Express	Sat	1630-1930							5							4	
	Run on Day Part	Fri-Sat	700-1900					4	4							4	4	
Run on Day Part	Sun	700-1900							4	4							4	
Star Plus Total																		
Sony TV	CID	Fri	2200-2300					1							1			
	Boogie Woogie	Fri - Sat	2000-2100					1	1						1	1		
	Champion Chalbaaz	Sat	2230-2300						1							1		
	Amber Dhaara	Mon-Thu	2100-2200	1		1	1				1		1	1				1
	Babool Ka Aagan Chootey Na	Mon-Thu	2200-2300		1		1					1		1				
	Cine Prime Sun	Sun	2000-2400							5								3
	Indian Idol Rerun /Jhalak Rerun/Jai Hanuman	Mon-Thu	1900 -2000	2	1	1	1					1	1	1	1			2
	Champion Chaalbaz No. 1	Sun	1100 -1130								1							1
	Run on Day Part	Mon-Thu	1300-1800		2								2					
	CID Rpt/Kuch is Tara Rpt	Fri	1300 -1400					1*	1							1*	1	
	Run on Day Part	Mon-Thu	1900-2400	2	2	3	2				2	2	2	2				2
	Run on Day Part	Sat - Sun	0800-2000						3	2							2	2
	Cine Matinee Fri - Sun	Fri - Sun	1430 -1730					4	3						4	3		
	BOOGIE WOOGIE Repeat	Sun	1000 - 1100								1							1
Akela RR	Sat	2300 - 2330							3							3		
Khaufnaak	Fri	2300 - 2330					2							2				
Sony Total																		
Set Max	Run on Day Part	Mon-Thurs	0600-1600	3		3							3					
	Weekend Prime Max	Fri-Sun	1600-2500					4							4			
	Prime Max	Mon-Thu	1600-2500	3	3	3	3				3	3	3	3				
	Evening Max	Mon-Thu	1600-2000				3				3	3						3
	Weekend Housefull exc. Blockbusters	Sat-Sun	0700-2000						7	7						7	7	
Set Max Total																		
Star Gold	Run on Day Part	Mon-Fri	600-1600	3	3	3	3	3			3	3	4	3	3			3
	Twenty 20 Movies	Mon-Fri	2030-2330															
	Run on Day Part	Sat	1200-2500						6							6		
	Run on Day Part	Sun	600-1200							3								
	Run on Day Part	Sun	1200-2500							5								5
Star Gold Total																		
Aaj Tak	Run on Day Part	Mon-Fri	1800-2500	2	2	2	2				2		2		2			2
	Run on Day Part	Sat-Sun	1800-2500						2	2						2	2	
	Run on Day Part	Mon-Fri	0500-1800	2	2	2	2				2		2		2			2
	Run on Day Part	Sat-Sun	0500-1800						2	2						2	2	
Aaj Tak Total																		
Headlines Today	Run on Day Part	Mon-Fri	1800-2500	2	2	2	2				2		2		2			2
	Run on Day Part	Sat-Sun	1800-2500						2	2						2	2	
Headlines Today Total																		
Tez	Run on Day Part	Mon-Fri	1800-2500	2	2	2	2				2		2		2			2
	Run on Day Part	Sat-Sun	1800-2500						2	2						2	2	
Tez Total																		
DAT	Run on Day Part	Mon-Fri	1800-2500	2	2	2	2				2		2		2			2
	Run on Day Part	Sat-Sun	1800-2500						2	2						2	2	
DAT Total																		
NDTV 24X 7	Morning Magic	Mon-Fri	0600 - 1000	2	2		2	2			2	2	2		2			
	Weekdays Daypart	Mon-Fri	1000 - 1800	3	2	3	3	3			2	3	3	3	3			2

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Channels	Programme	Day	Time Band	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	Evening Prime	Mon-Sun	1800 - 2400	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	Super Weekends	Sat-Sun	0600 - 1800						5	4						4	4	
NDTV 24X7 Total																		
Zee News	Run on Day Part	Mon - Sun	1800-2400	2	3	3	3	3	3	3	2	3	3	3	3	3	3	2
	Run on Day Part	Mon - Sun	1000-1900						6	6						6	6	
	Run on Day Part	Mon - Sun	0700-1000	3	2	3	2	3			2	3	2	2	2			2
Zee News Total																		
Zee Gujarati	Run on Day Part	Mon-Sun	1800-2400	2	2	3	2	2	2	2	2	2	3	2	2	2	2	2
	Run on Day Part	Sat-Sun	0800-1800						6	6						6	6	
Zee Gujarati Total																		
Zee Marathi	Vahini Saheb	Mon - Sat	1900-1930					1						1	1			
	Asambhav -	Mon - Sat	2030-2100						1				1					
	Kalat Nakalat	Mon - Sat	1230-1300				1				1			1				1
	Amhi Saare Khavaiye	Mon - Fri	1800-1830	1	1			1				1						
	Run on Day Part	Sat-Sun	0830-1800						3	3						3	3	
Zee Marathi Total																		
Zee Talkies	Run on Day Part	Mon-Fri	0800-1859	2			2					2						
	Run on Day Part	Mon-Fri	1900-2500		2	2					2		2					
	Run on Day Part	Sat-Sun	0800-1859						3							3		
	Run on Day Part	Sat-Sun	1900-2500							3							3	
Zee Talkies Total																		
Zee Bangla	Khela	Mon-Sat	2100-2130				1											
	Rani Kahini	Mon-Sat	1900-1930					1							1			
	Raja Gaja	Mon-Sat	1830-1900	1		1	1	1	1		1		1	1	1	1		
	Event Rerun	Sun	1900-2359							7							6	
	RannaGhar	Mon-Sat	1730-1800	1	1	1	1	1			1	1	1	1	1			1
	Bengali Feature Films	Sat-Sun	1400-1700						2	2						2	2	
	Dance Bangla Dance (R)	Mon-Wed	900-1030		1	1						1	1					
Zee Bangla Total																		
Gemini TV	JOHNSI	Mon-Fri	1500-1530	1		1					1		1					1
	KALYANI	Mon-Fri	1930-2000				1							1				
	AMMAYI KAPURAM	Mon-Fri	2000-2030					1							1			
	Telugu Film	Sat	1930-2230						2							2		
Gemini TV Total																		
Zee Telugu	SRGMP	Wed-Thur	2130-2230 hours				1							1				
	Aata	Mon-Tue	2130-2230 hours	1	1						1	1						1
	Mayadweepam	Sun	2030-2130 hours							1							1	
	Mee inti vanta	Mon-Sun	1230-1300 hours			1			1				1			1		
	NETI Cinema	Mon-Fri	1520-1830 hours	2	2		2				2		2	2				2
	Swaraniranjana	Sundays	2130-2230 hours							2							2	
	Chal mohan ranga	Sundays	2230-2300 hours							2							2	
	Tollywood to Bollywood	Fri-Sat	2230-2300 hours					1	1						1	1		
Zee Telugu Total																		
Teja TV	Telugu Film	Mon-Sat	1300-1530	2					2		2							
	News	Mon-Sun	2000-2030					1							1			
	Telugu Film	Fri-Sun	1900-2400							2							2	
	Telugu Film	Mon-Thurs	1900-2400			2	2						2	2				2
Teja TV Total																		
TV9	Run on Day Part	Mon-Sun	1800-2400	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
	Run on Day Part	Mon-Sun	0700-1759						2	2						2	2	
TV9																		
ETV-2	Run on Day Part	Mon-Sun	1800-2400	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	Run on Day Part	Mon-Sun	0700-1759	3		3			3	3						3	3	
ETV-2																		
Sun TV	KASTHURI	Mon-Fri	1830-1900			1							1					

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Channels	Programme	Day	Time Band	Mon 17	Tue 18	Wed 19	Thu 20	Fri 21	Sat 22	Sun 23	Mon 24	Tue 25	Wed 26	Thu 27	Fri 28	Sat 29	Sun 30	Mon 31
	KOLANGAL	Mon-Fri	2100-2130											1				
	ANANDHAM	Mon-Fri	1900-1930	1							1							
	SUN SAIHEGAL	Mon-Sun	2000-2030						1									
	SUN SAIHEGAL	Mon-Sun	0800-0830							1								
	Afternoon Movie	Mon-Sun	1330-1400							1								
Sun TV Total																		
Vijay TV	Run on Day Part	Mon-Thurs	1700-2400	3	4	3	4				3	3	3	4				3
	Run on Day Part	Fri	1700-2400					3							3			
	Run on Day Part	Sat	800-2500						5							5		
	Run on Day Part	Sun	700-2400							5							5	
	Run on Day Part	Mon-Fri	800-1700	2	2	2	2	2			2	2	2	2	2			2
	SUNDAY BLOCKBUSTER	Sun	1100-1400							2							2	
	THIRANDHIDU SESAME (Repeat)	Sat	1630-1730			1							2					
	SWAMY IYAPPAN	Mon-Thurs	1930-2000	1		1					1		1					1
Vijay TV Total																		
Asianet	STAR SINGER	Mon-Fri	2030-2130			1		1					1		1			
	ENTE MANASAPUTHRI	Mon-Fri	1900-1930	1	1		1				1	1	1	1				1
	THAKDHIMI	Sat-Sun	2030-2130						1							1		
	SA RE GA MA PADHANISA	Sun	2000-2030							1							1	
Asianet Total																		
Amrita TV	Run on Day Part	Mon-Sun	1800-2400	4	4	5	5	4	4	5	4	4	5	5	4	4	5	4
	Run on Day Part	Mon-Fri	800-1800	2	2	2	2	2			2	2	2	2	2			2
	Run on Day Part	Sat-Sun	800-1800						4	4						4	4	
Amrita TV Total																		

Note : Schedule/No of spots subject to confirmation from the channels