

Advertisement

Channel Category	Off-Peak Rate	Prime-Time Rate	Premium Event Rate
Hindi GEC Channels	₹25k – ₹80k	₹1L – ₹2L	₹3L+
News Channels	₹5k – ₹40k	₹50k – ₹1L	₹2L+
Sports Channels	₹1L – ₹5L	₹5L – ₹18L	₹30L+
Kids Channels	₹10k – ₹30k	₹40k – ₹80k	₹1L+
Music Channels	₹5k – ₹25k	₹30k – ₹60k	₹1L+
Regional Channels	₹5k – ₹50k	₹50k – ₹2L	₹5L+

Time Slot	Typical Cost	Audience Reach
Morning	Low	Moderate
Afternoon	Low	Niche
Prime Time	Very High	Maximum
Late Night	Moderate	Limited

Campaign Type	Estimated Budget
Local Campaign	₹2L - ₹10L
Regional Campaign	₹10L - ₹50L
National Campaign	₹50L - ₹5Cr+

Per 10 second slot



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Zee TV Advertising Rates

Zee TV remains a strong channel for Hindi-speaking regional and national audiences.

Estimated Advertising Cost

Slot Type	Estimated Cost
Non-Prime Slots	₹20k – ₹60k
Prime-Time Shows	₹80k – ₹2L
Weekend Programming	₹2L – ₹5L

Per 10 second slot



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Colors TV Advertising Rates

Colors TV attracts strong urban audiences and family entertainment viewers.

Estimated Rates

Slot Type	Estimated Cost
Standard Slots	₹30k – ₹70k
Prime-Time Inventory	₹1L – ₹2L
Reality Shows	₹2L – ₹7L

Per 10 second slot



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Sony Entertainment Television Advertising Rates

Sony TV advertising inventory is highly valuable during reality programming and entertainment events.

Estimated Pricing

Slot Type	Estimated Cost
Regular Programming	₹40k – ₹1L
Prime-Time Shows	₹1L – ₹2.5L
Reality Shows	₹3L – ₹8L

Per 10 second slot



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Star Plus Advertising Rates

Star Plus remains one of India's highest-reach Hindi entertainment channels. Popular shows and reality programming drive premium advertising demand.

Estimated Advertising Rates

Slot Type	Estimated Cost
Non-Prime Time	₹40k – ₹80k
Prime Time	₹1.5L – ₹3L
Reality Shows	₹3L – ₹6L

Per 10 second slot



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DD National Advertising Rates

Estimated Pricing

Slot Type	Estimated Cost
Regular Slots	₹5k – ₹25k
Prime-Time Inventory	₹30k – ₹1L