BIDDER'S GUIDE FOR PRIVATE FM RADIO PHASE-III CHANNEL AUCTIONS

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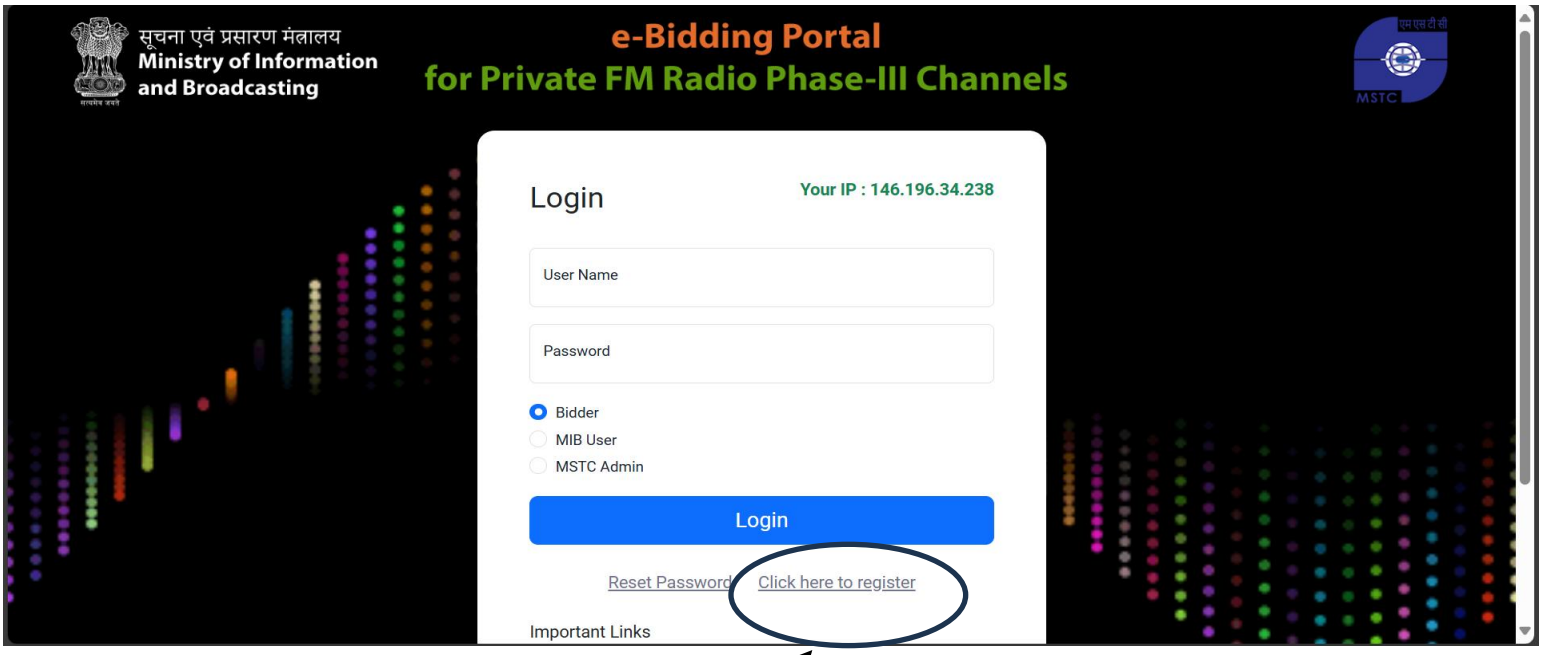
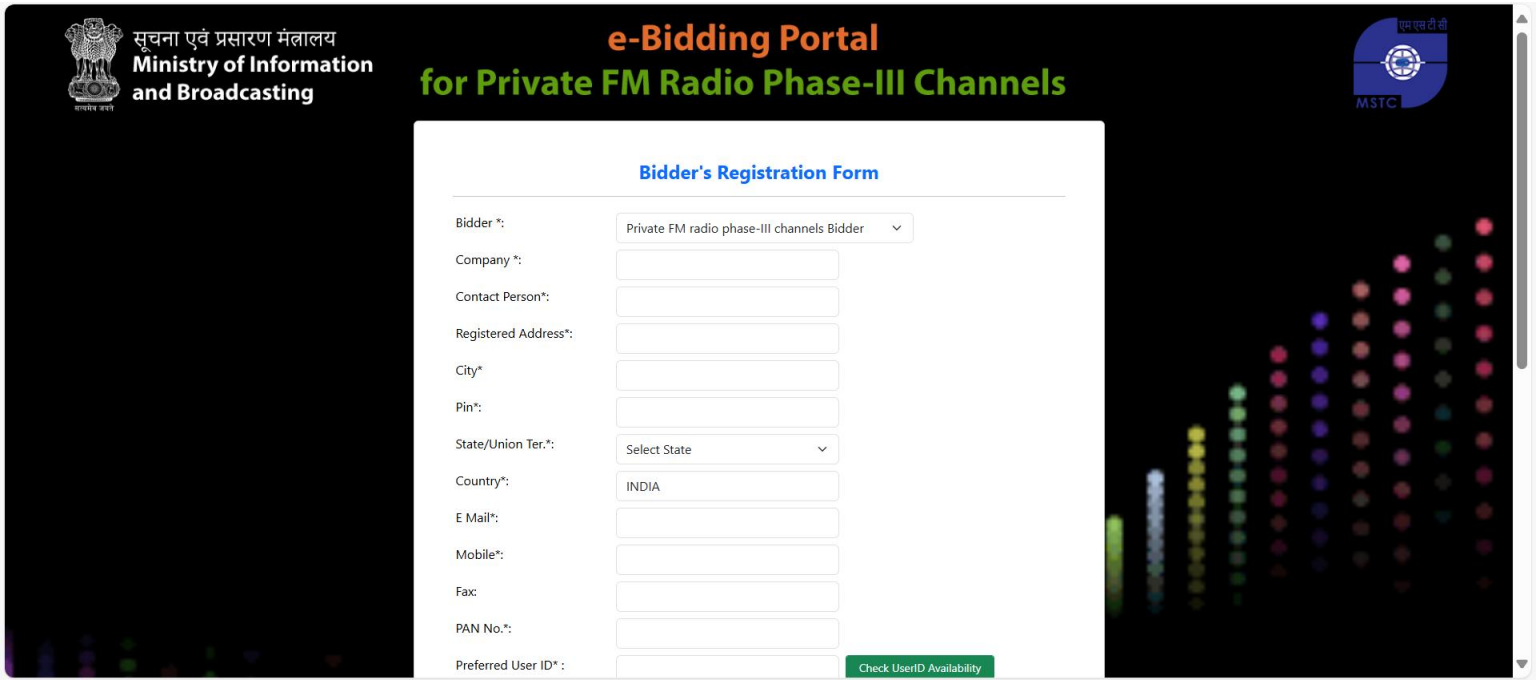
Homepage:

Bidder's can navigate to the Homepage using URL: https://www.mstcecommerce.com/auctionhome/fm/index.jsp



Online Registration of bidders:

Technically qualified bidders need to click through the link 'Click Here to Register' present on the homepage and fill the details in the trailing form:

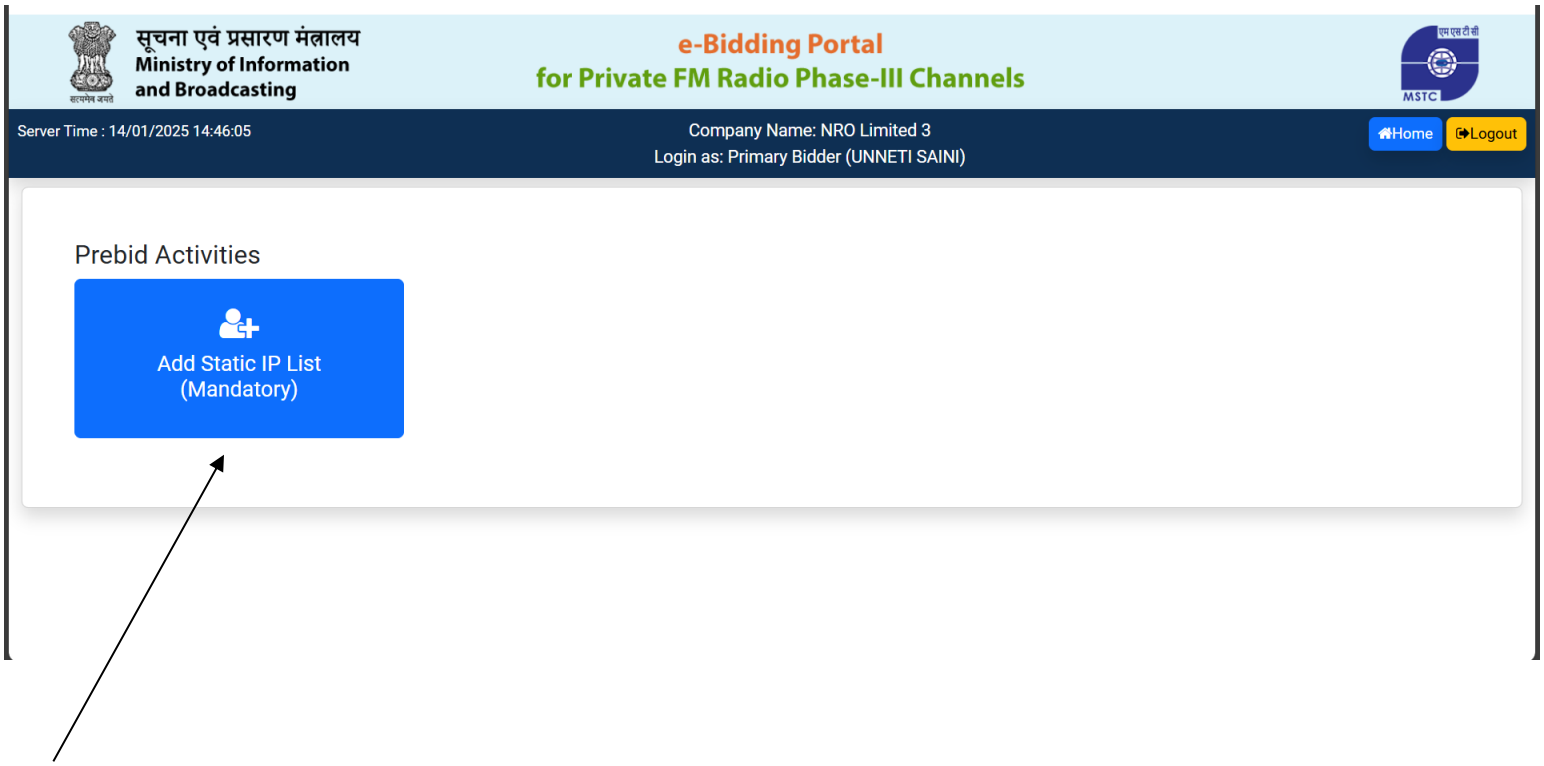


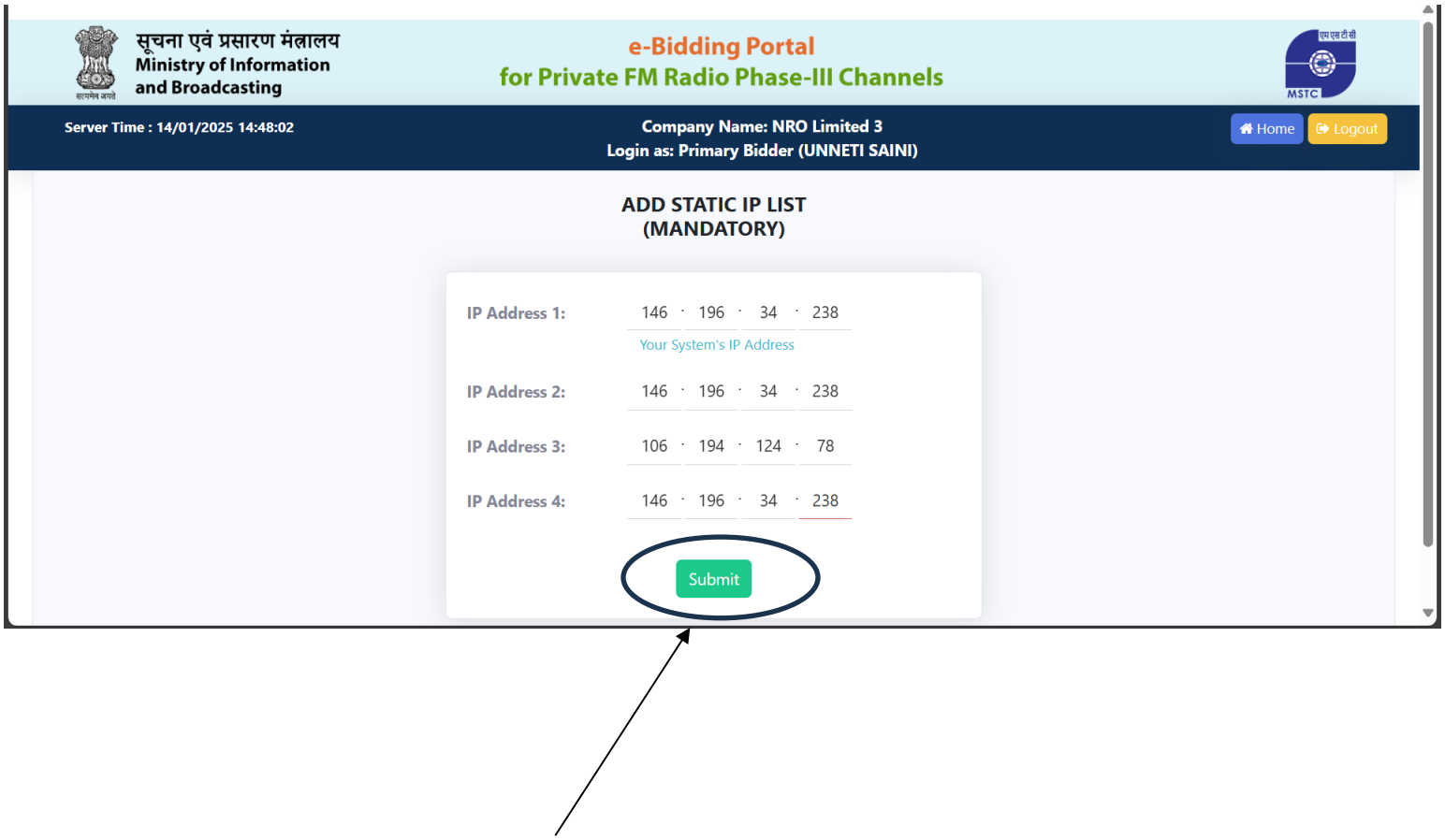
On clicking submit, bidders will be provisionally registered to MSTC's website. Technically qualified bidders will need to mail their DSC serial Number (signing ie Non-repudiation type), name of the authorized person (primary bidder,) who would be bidding on behalf of the company, on company's letter head to the mail Id eas@mstcindia.co.in of MSTC to get their profile activated. Post activation, bidders can login to view their dashboard.

During login, bidders need to use the User Id and Password filled in the Registration form and the DSC serial number submitted vide mail to MSTC for successful authentication.

1st Login and Adding Public Static IP:

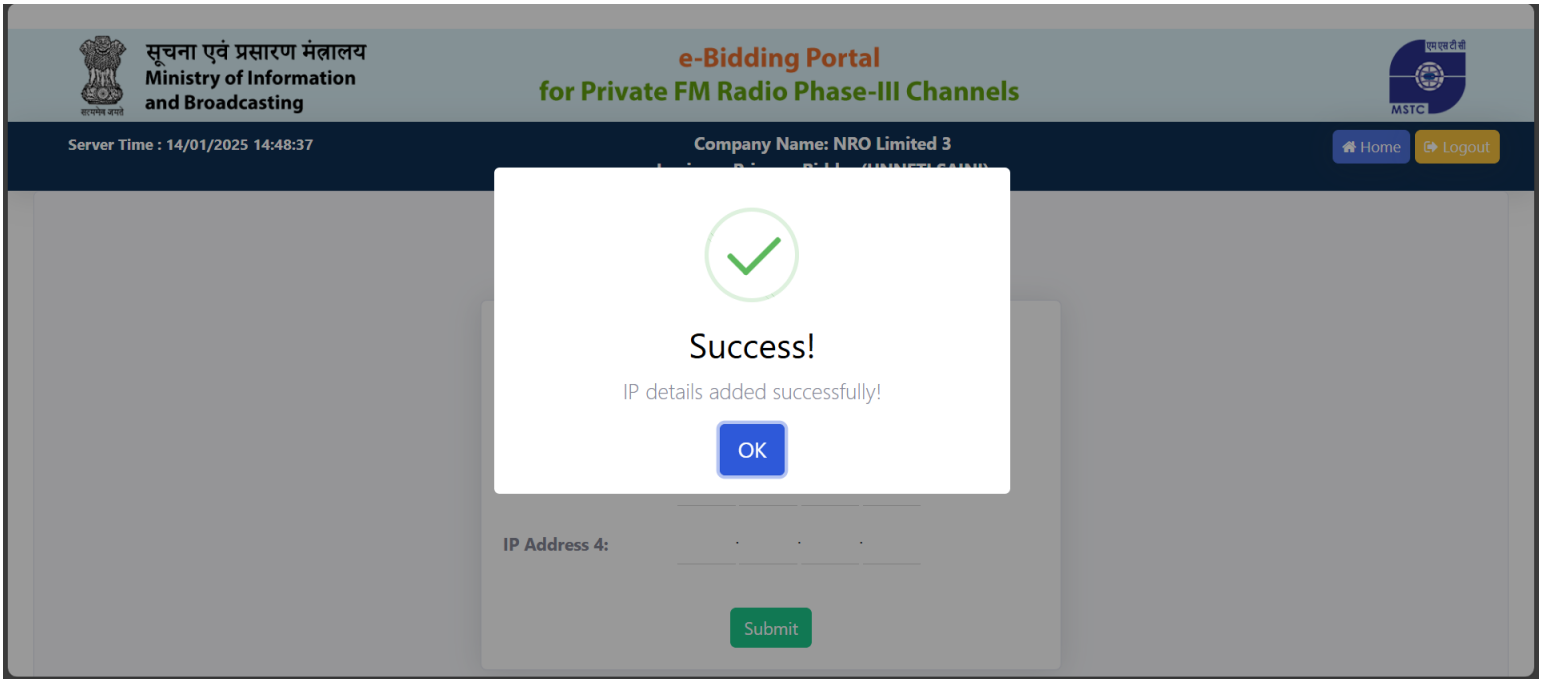
On first login, bidder will be able to view a single link 'Add Static IP List'. This is a mandatory step and without completing the step, bidder's won't be able to view other links available in their dashboard. On clicking the link, following screen will be displayed:



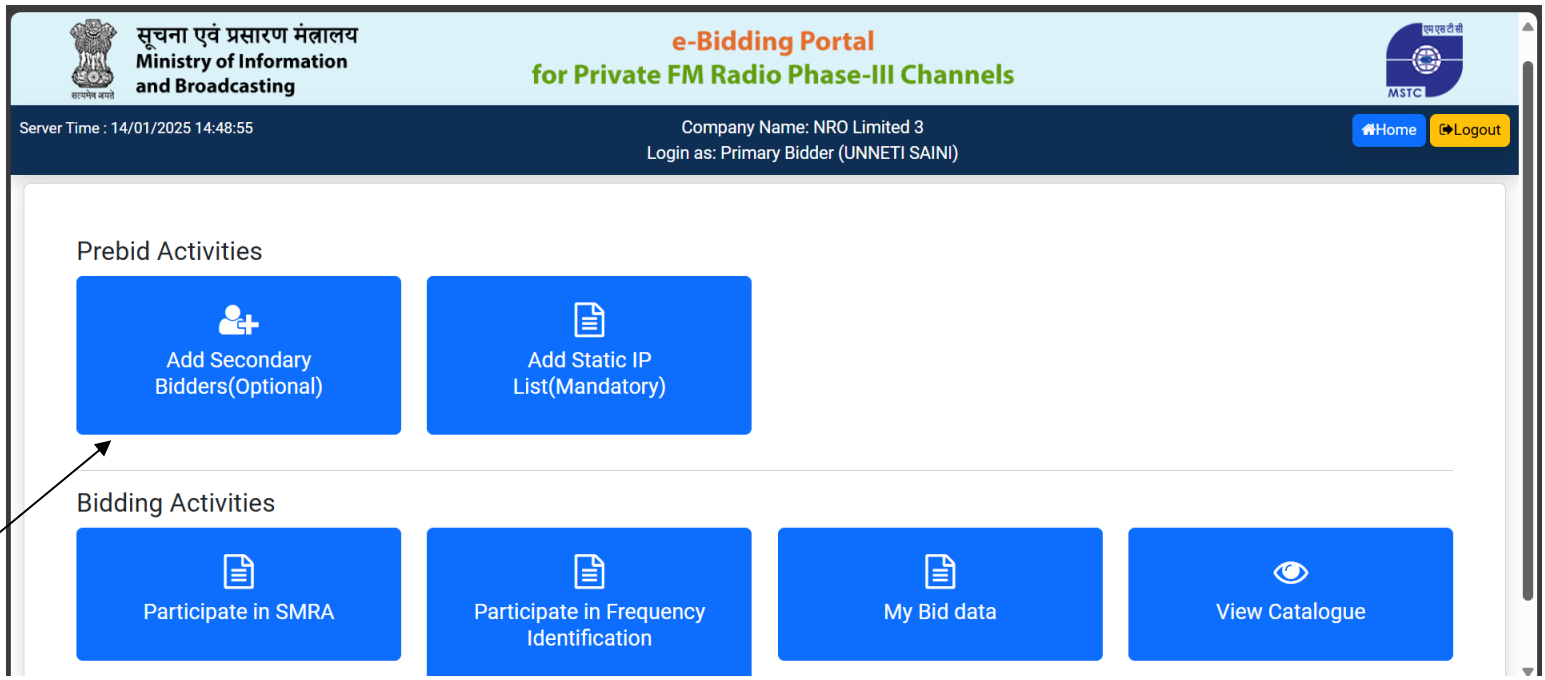

सूचना एवं प्रसारण मंत्रालय
Ministry of Information and Broadcasting
e-Bidding Portal
for Private FM Radio Phase-III Channels
MSTC
Server Time : 14/01/2025 14:48:02
Company Name: NRO Limited 3
Login as: Primary Bidder (UNNETI SAINI)
Home
Logout
ADD STATIC IP LIST
(MANDATORY)
IP Address 1:
146 . 196 . 34 . 238
Your System's IP Address
IP Address 2:
146 . 196 . 34 . 238
IP Address 3:
106 . 194 . 124 . 78
IP Address 4:
146 . 196 . 34 . 238
Submit

The IP address against the first field will be pre populated and will be the IP address of the current network. Therefore, bidders should ensure that the 1st login is done from the Public static IP from where the bidder intends to continue subsequent logins in future. Bidder needs to fill 3 additional IP details.

Once the data is digitally signed and submitted, same cannot be changed from the bidder's login in the future and any one of the public static IP address of the network has to be used for all future logins and bidding. The secondary bidder will also need to use any one of this 4 IP addresses entered by the Primary bidder and no additional IP addresses will be allowed.



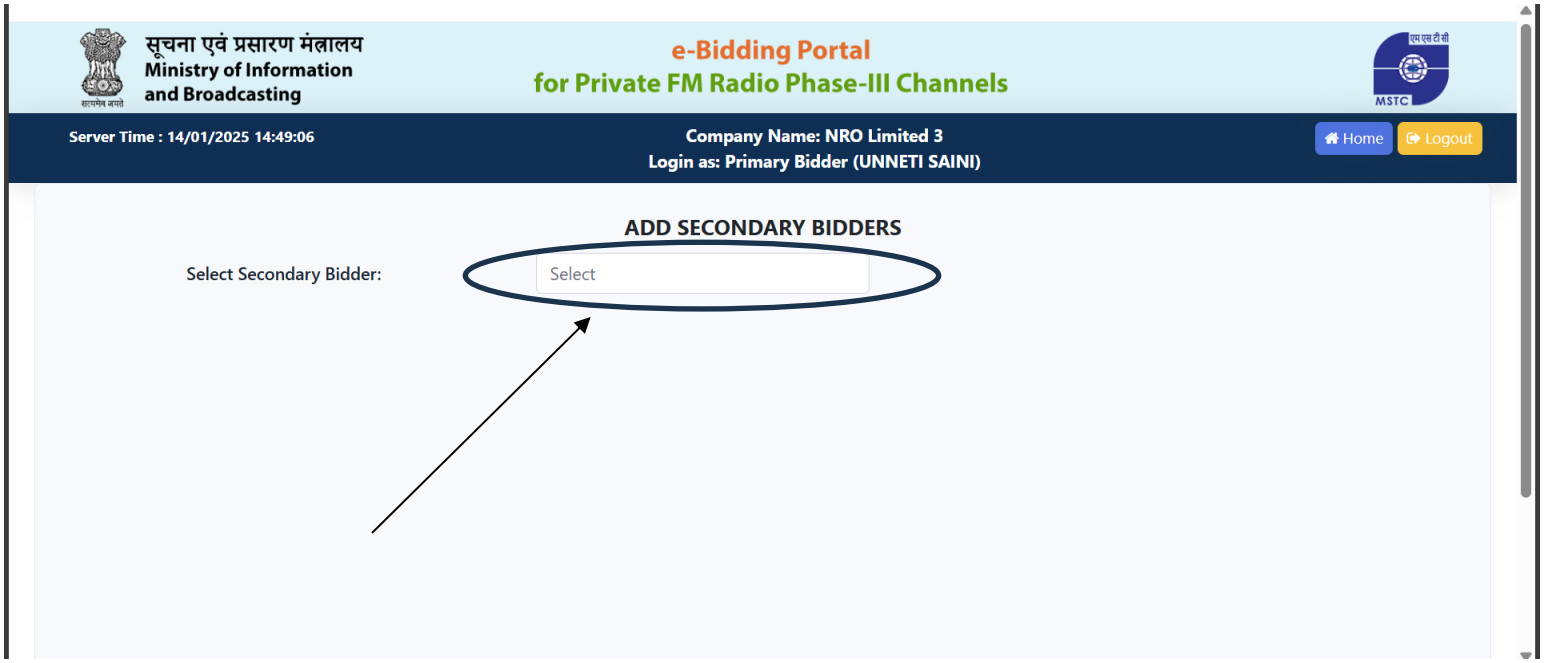
After completion of the above step, bidder will have access to all the links in his dashboard:

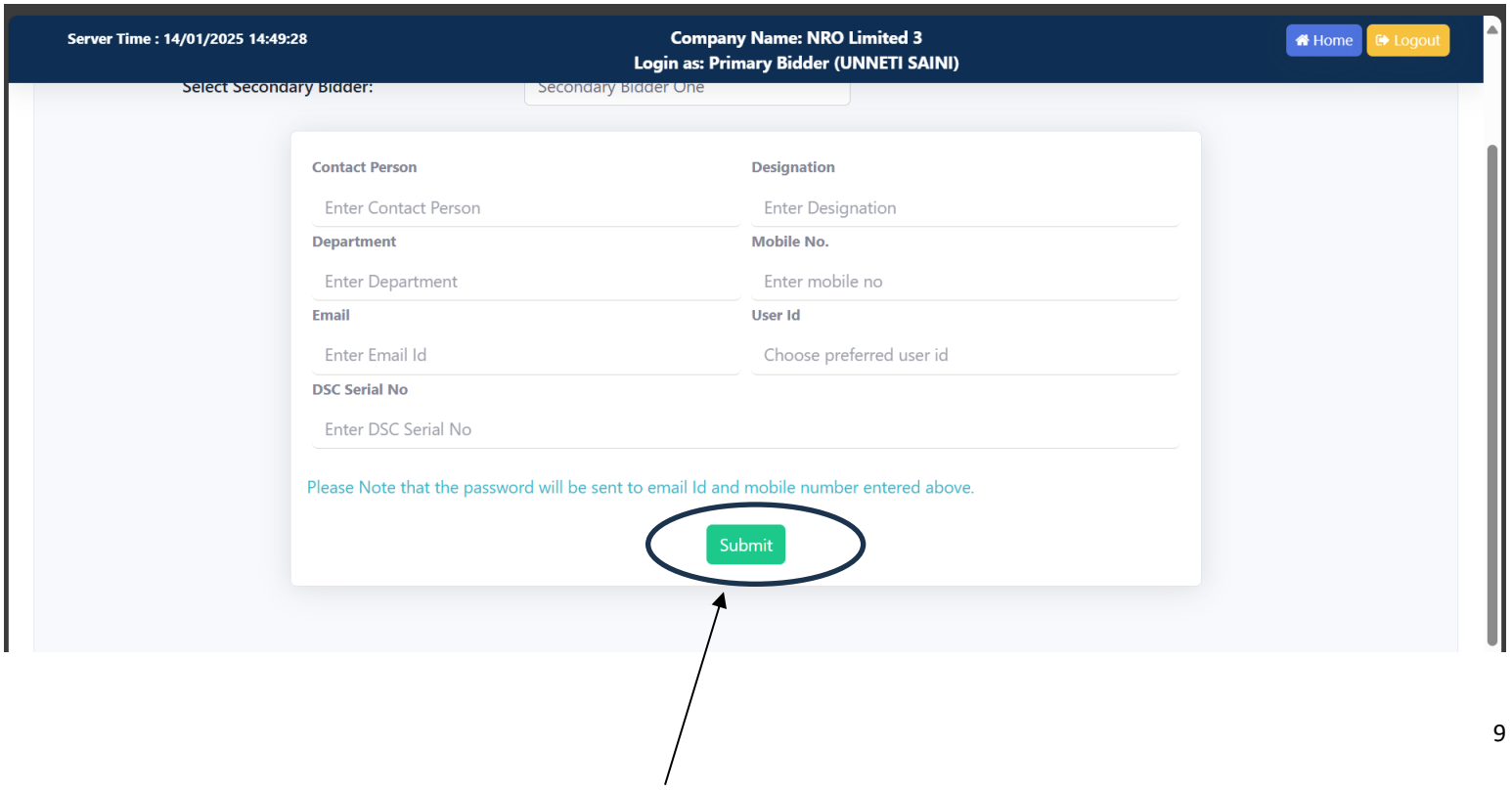


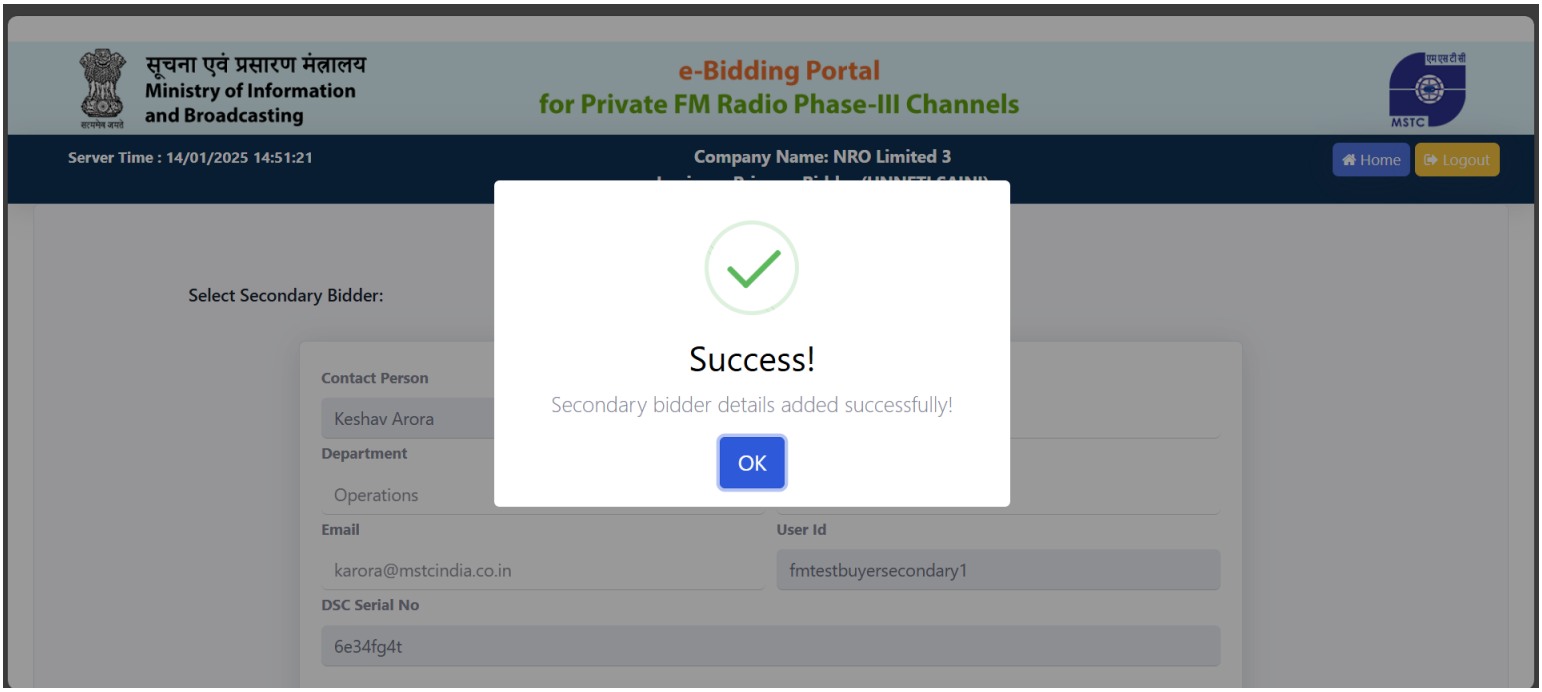
Adding Secondary Bidder:

Although this step is optional, but if the primary bidder intends to, they can add up to three (03) Secondary bidders to the profile of the company. On clicking the link, following form will be displayed:

Add Secondary bidder one-







Primary bidder should carefully enter all the details including User Id and DSC serial number because secondary bidder will have to use the same for subsequent logins. The password will be mailed to the email id specified in the registration form. Secondary bidder will need to change this system generate password during 1st login. Kindly note that if the DSC serial number begins with a leading zero (0), the zero should be disregarded, and the serial number should be recorded without it. However, any zeros appearing within the serial number itself should be retained as they are.

During live event, system assigns equal priority to both primary and secondary bidder as far as bidding is concerned. Therefore in a particular Clock round, whoever (either primary or secondary bidder) submits the bid first, will be considered as the final bid for that particular round (as there is no provision of bid deletion) and therefore if primary bidder submits the bid then secondary bidder will be prevented from submitting bid in that particular clock round (system will display appropriate error message) and vice versa.

View Catalogue:

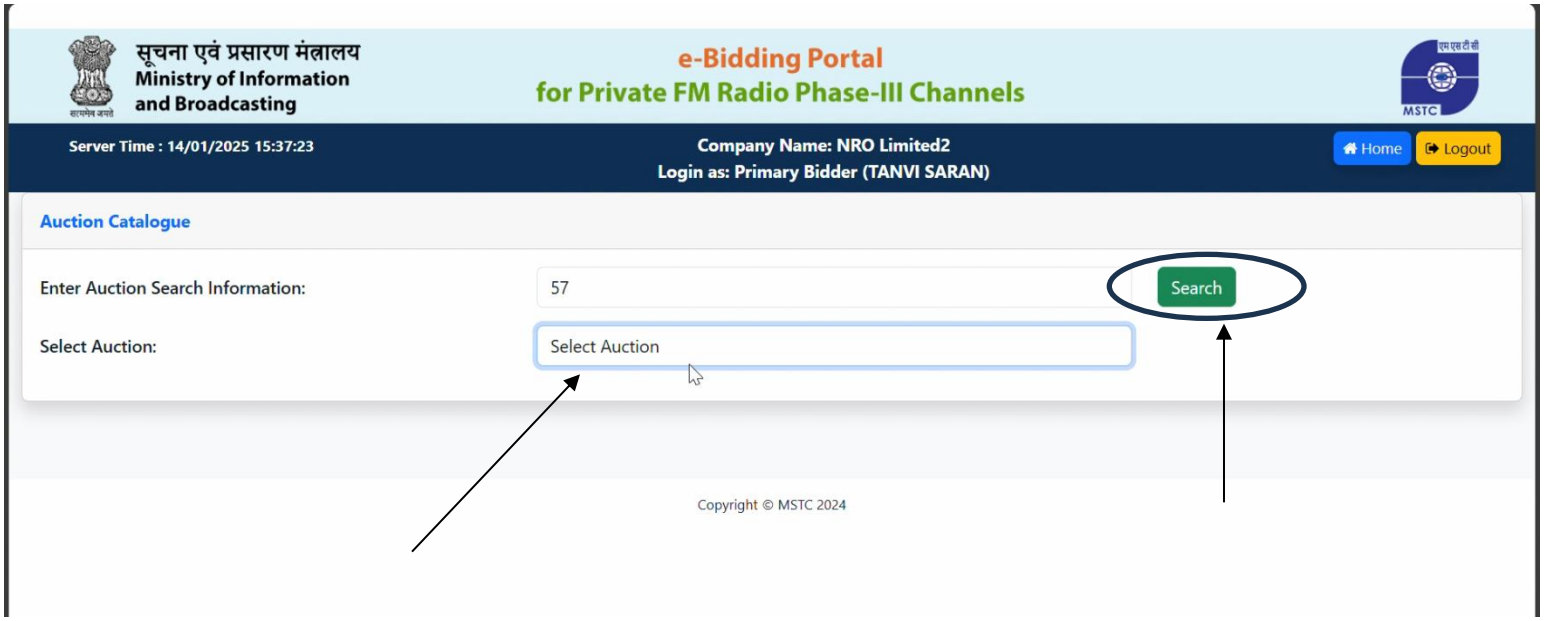
Once the auction catalogue is published, bidders will be able to access and view it. The catalogue provides crucial information to assist you in making informed bidding decisions. Here's a breakdown of the key details you'll find within the catalogue:

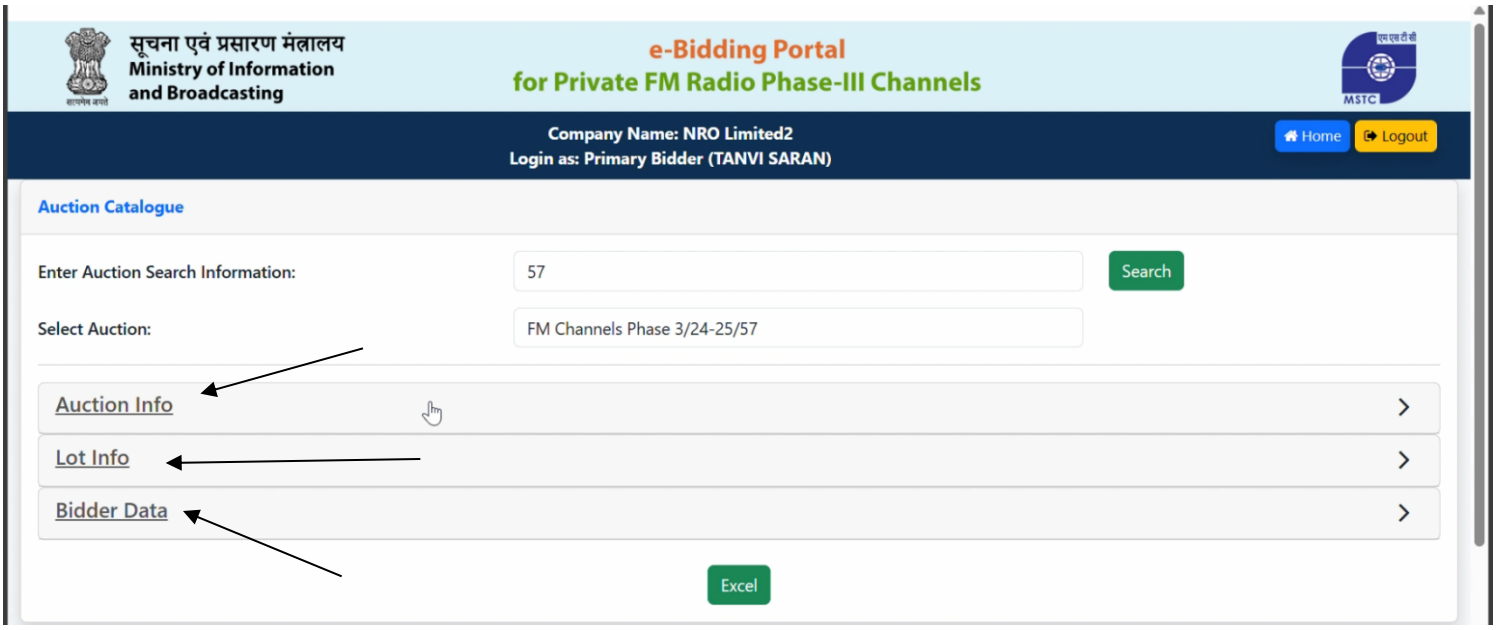
- **Lot Details** : This section will outline the details of the cities being offered in the auction. It will include information such as the total number of channels available in all the cities.

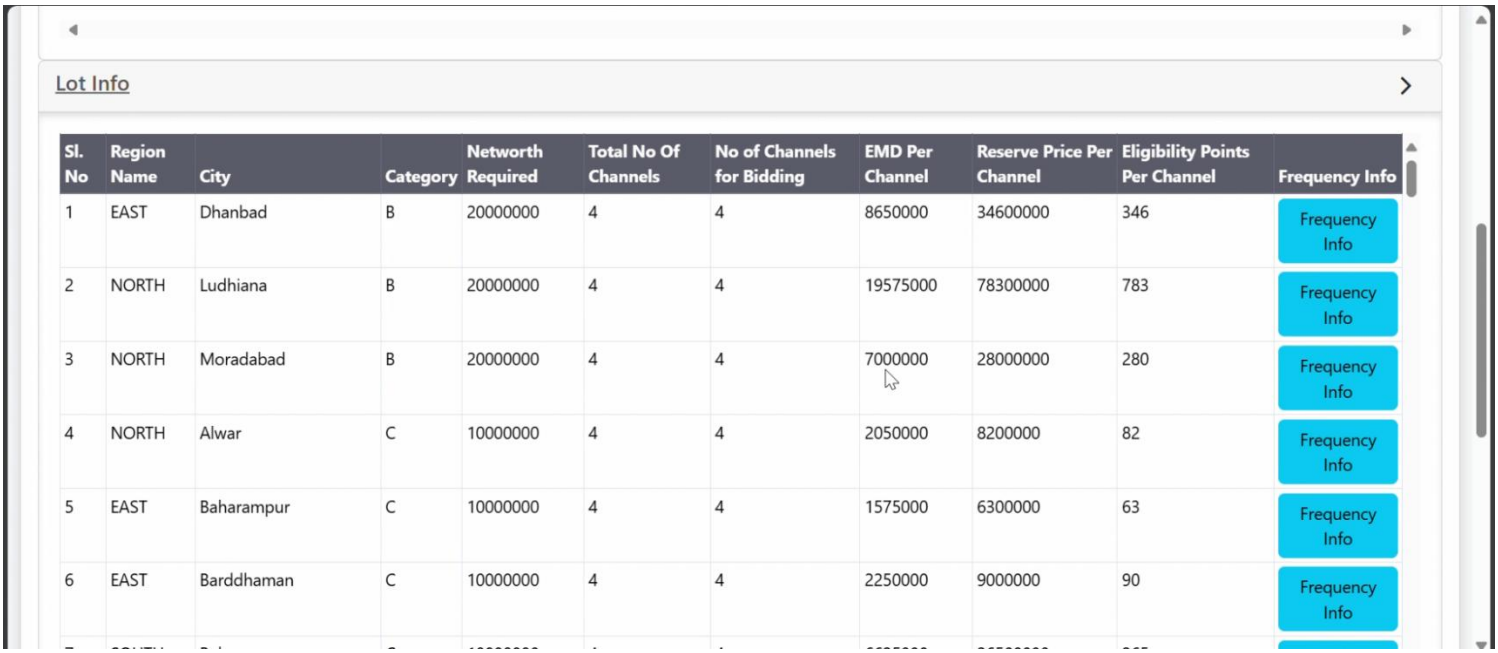
- **Frequency Details**: This section will provide a more granular view of the specific frequencies available within each city.

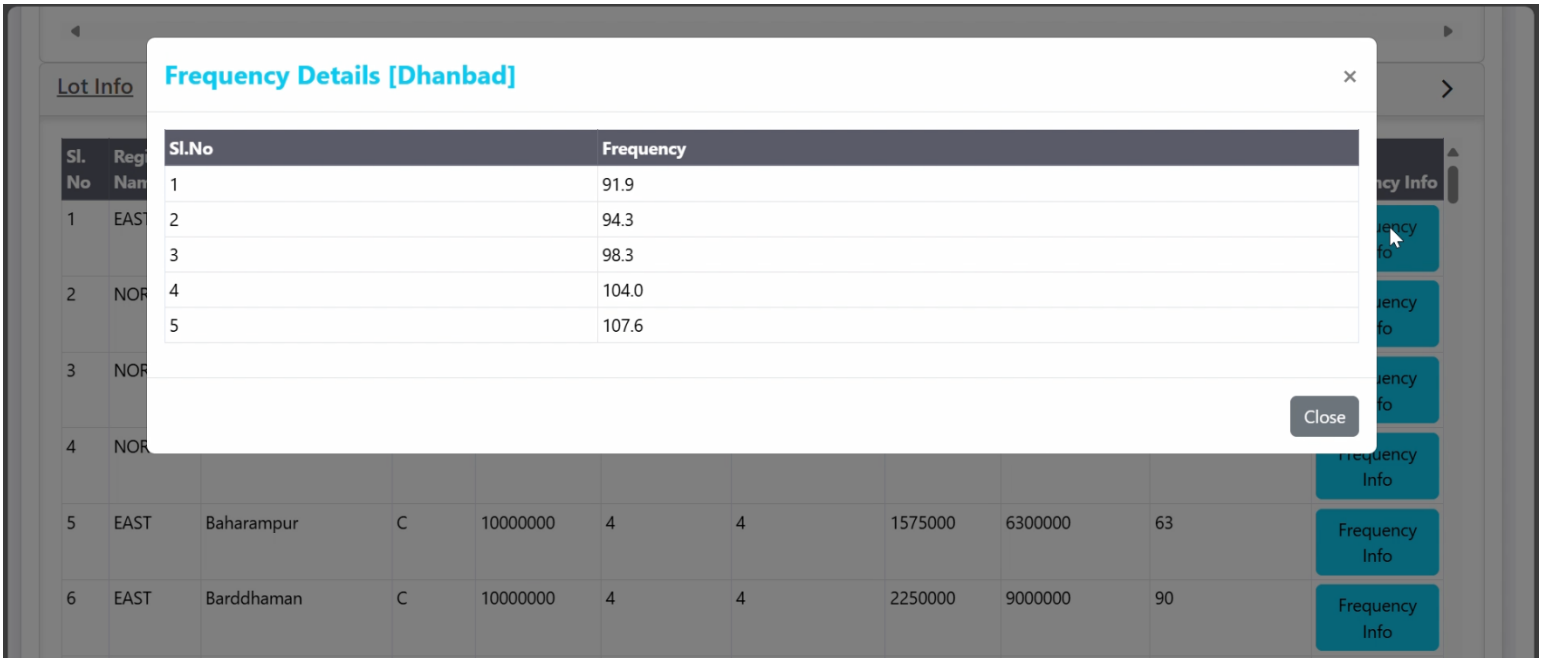
- **Bidder's Own Data: The catalogue will display your own information relevant to the auction, including:**
    - Earnest Money Deposit (EMD): This reflects the amount a bidder has deposited.
    - Eligibility Points (EP): This may indicate any points you have earned based on the EMD submitted.
    - Existing Holding: This section will showcase any channel holdings you currently possess citywise.
    - Subsidiary/Parent company: This section will showcase all of your parent/subsidiary companies.

- The same can be viewed and downloaded(excel)



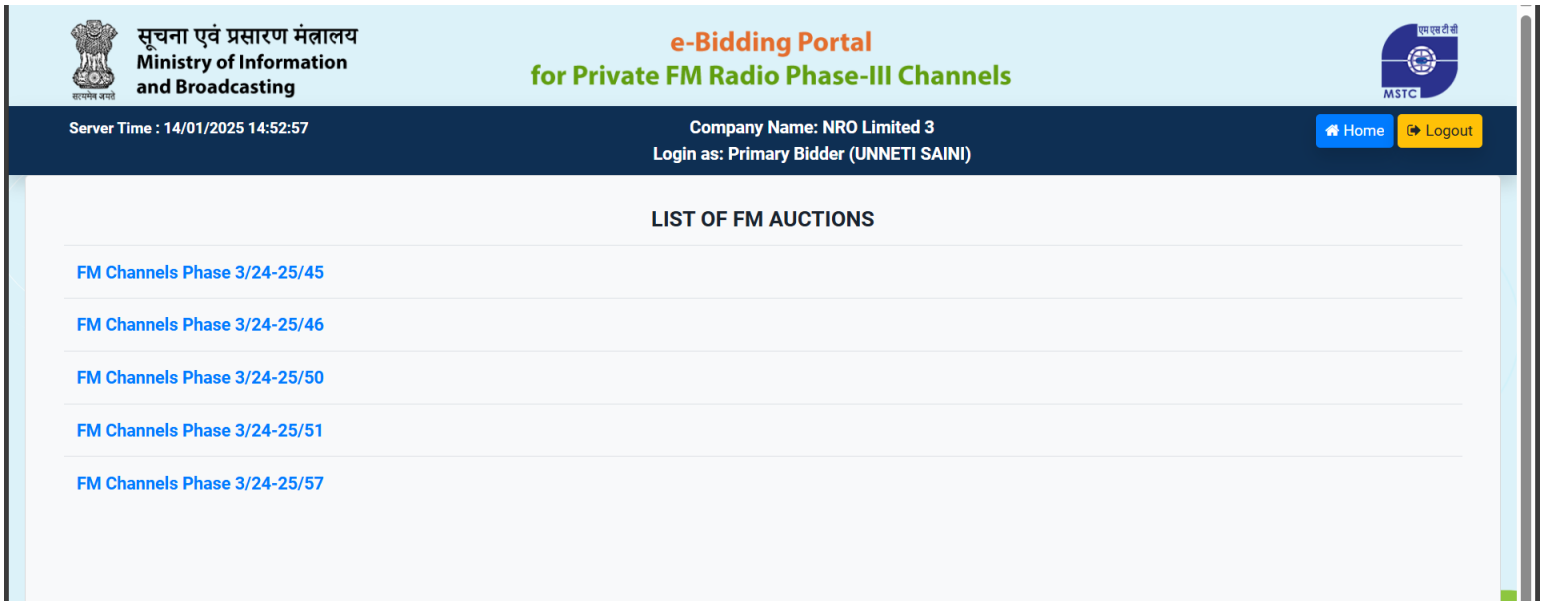

सूचना एवं प्रसारण मंत्रालय
Ministry of Information and Broadcasting
e-Bidding Portal
for Private FM Radio Phase-III Channels
MSTC
Company Name: NRO Limited2
Login as: Primary Bidder (TANVI SARAN)
Home
Logout
Auction Catalogue
Enter Auction Search Information:
57
Search
Select Auction:
FM Channels Phase 3/24-25/57
Auction Info
Lot Info
Bidder Data
Excel


Lot Info
Sl. No
Region Name
City
Category
Networth Required
Total No Of Channels
No of Channels for Bidding
EMD Per Channel
Reserve Price Per Channel
Eligibility Points Per Channel
Frequency Info
1 EAST Dhanbad B 20000000 4 4 8650000 34600000 346 Frequency Info
2 NORTH Ludhiana B 20000000 4 4 19575000 78300000 783 Frequency Info
3 NORTH Moradabad B 20000000 4 4 7000000 28000000 280 Frequency Info
4 NORTH Alwar C 10000000 4 4 2050000 8200000 82 Frequency Info
5 EAST Baharampur C 10000000 4 4 1575000 6300000 63 Frequency Info
6 EAST Barddhaman C 10000000 4 4 2250000 9000000 90 Frequency Info

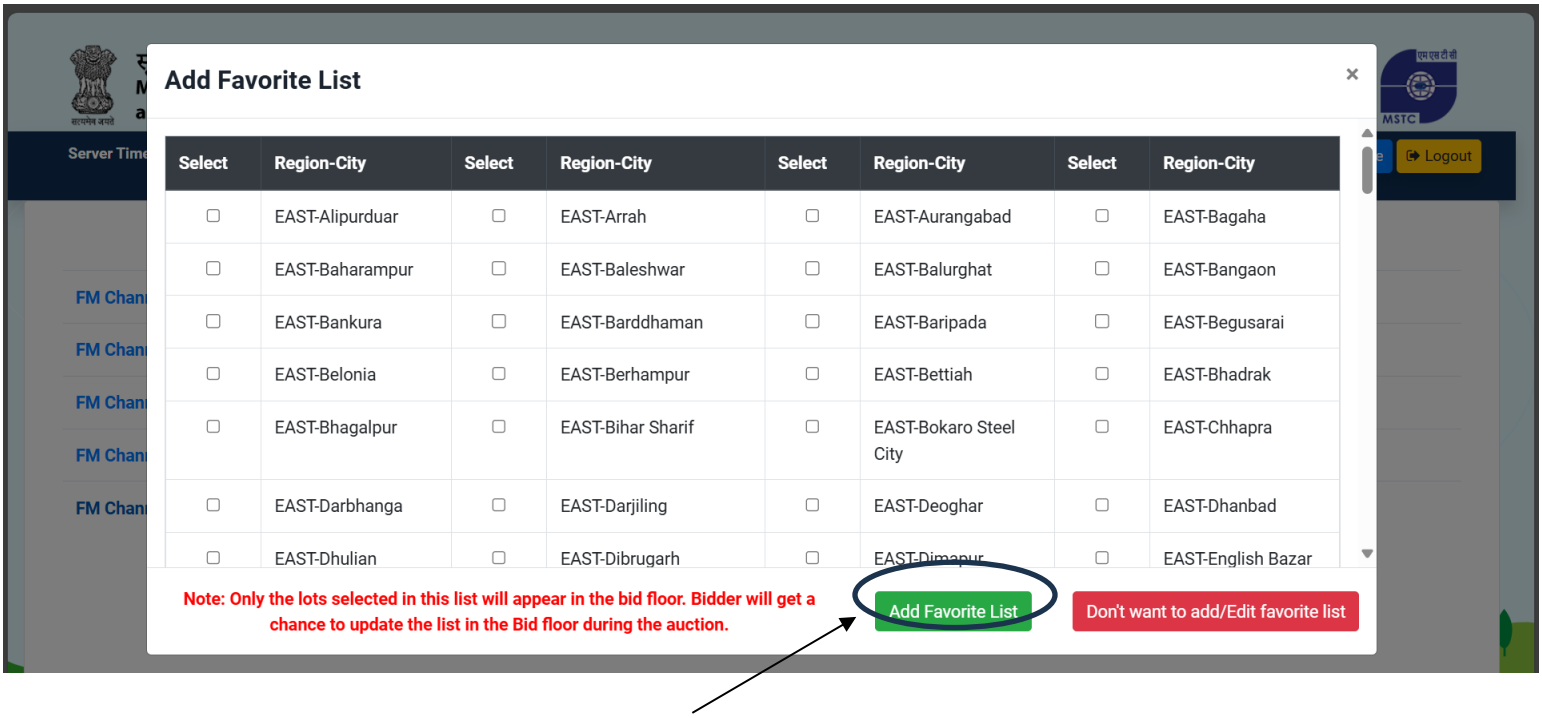

Lot Info
Frequency Details [Dhanbad]
Sl.No
Frequency
1 91.9
2 94.3
3 98.3
4 104.0
5 107.6
Close
5 EAST Baharampur C 10000000 4 4 1575000 6300000 63 Frequency Info
6 EAST Barddhaman C 10000000 4 4 2250000 9000000 90 Frequency Info

Participation in SMRA:

Bidders can participate in a live SMRA by clicking on the link 'Participate in SMRA'. The auction will be available in this link on the particular start date and time as published by MIB. The next web page will display the auction number as follows:

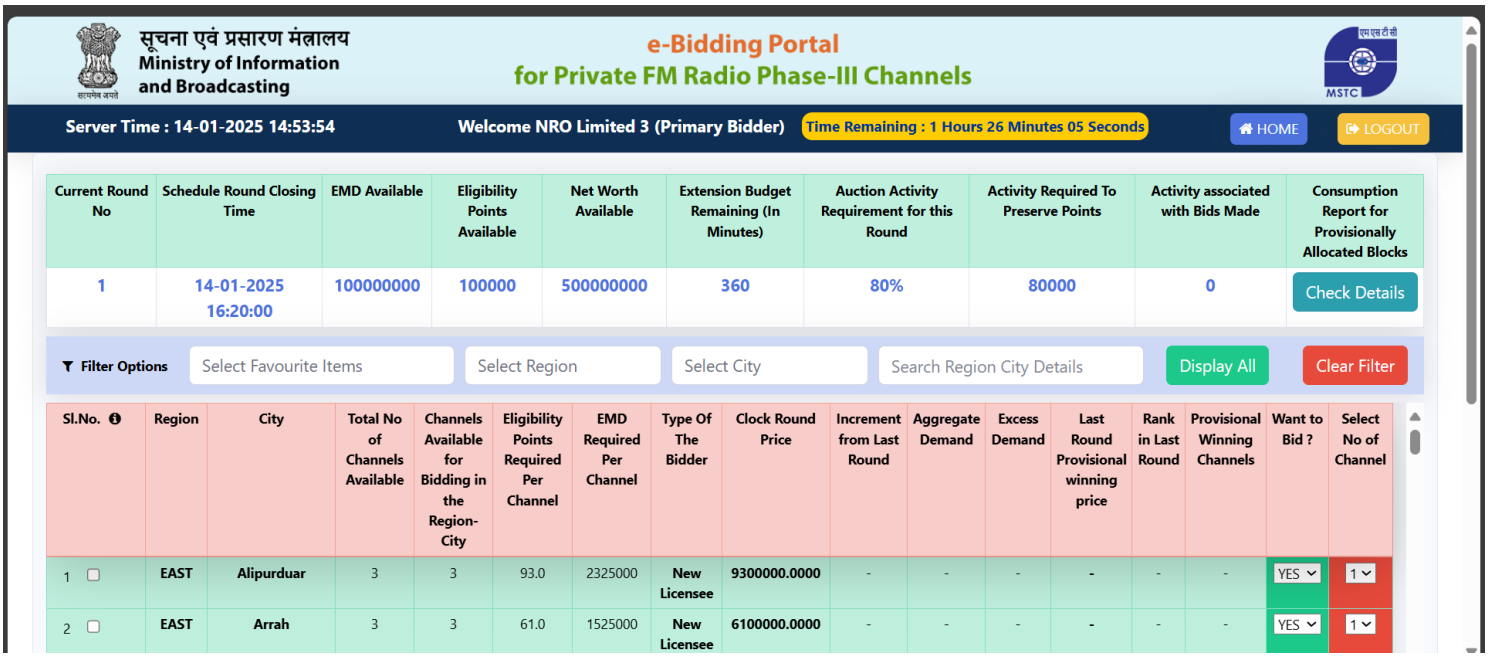


On clicking the auction number, bidder will be navigated to the Bid Floor. But prior to that, bidders will be prompted to select the list of favorite cities:



Bidder's can tick the appropriate checkboxes and click submit (submit will be functional only if at least one of the check box is ticked) else they can opt for 'Don't want to add/Edit favorite list' – this will lead to displaying of all the lots in the bid floor. Updation or creation of favorite list can also be done in during the course of bidding.

Bid floor displayed to the bidders is as follows:

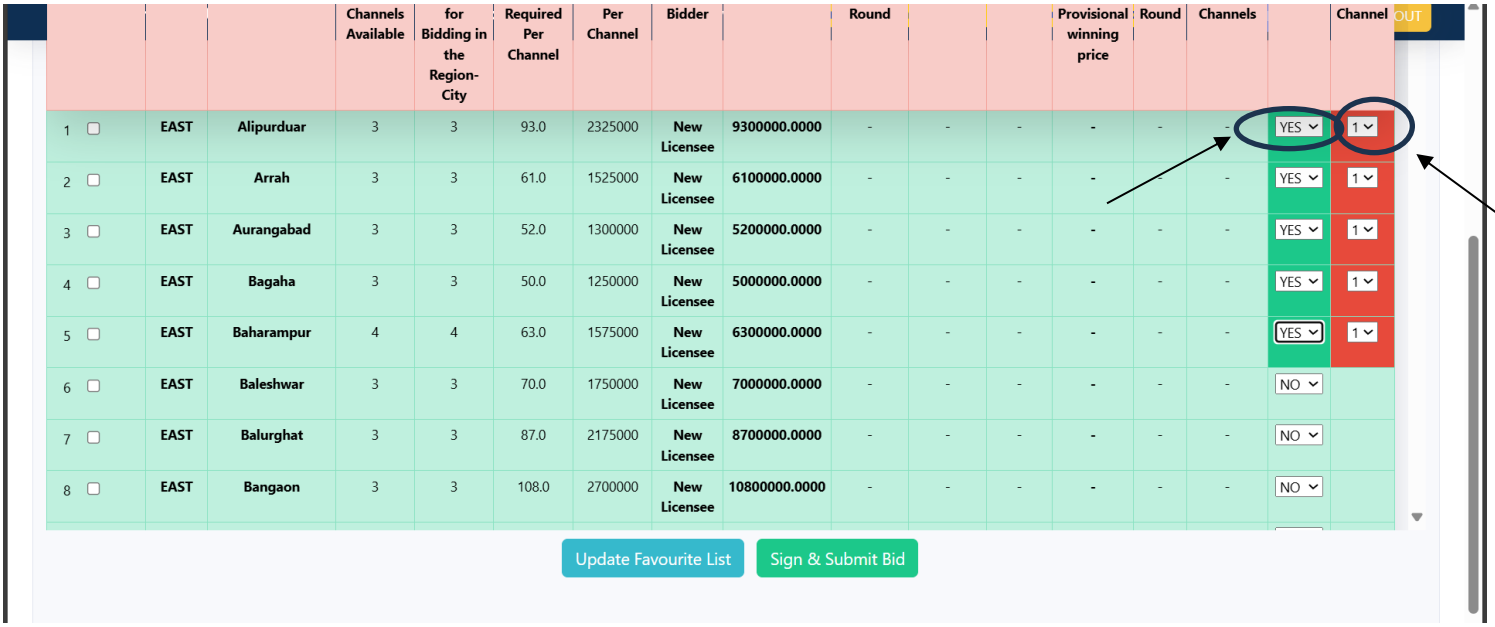


- There are various filters like ‘Select Favorite Items’ – will allow filtration from the favorite list (In case, no favorite items has been selected till that point of time, this filter will be non functional).
- Similarly there are filters to select items based on region or city or combination of both
- In order to clear all filters ‘Clear Filter’ should be used so that all items in the ‘Favorite list’ will be displayed.
- In order to view all the cities combination put up for auction, ‘Display All’ button should be used.
- In order to update the favorite list, the checkboxes provided in the 1st column against each city should be ticked/unticked and ‘Update Favorite List’ button should be clicked to get the updated favorite list.

How to submit bid:

Bidders need to select 'Yes' in the dropdown provided under the column 'Want to Bid' against the city for which they are interested to bid. On selecting Yes, the rightmost column 'Select No. of channels" will be visible and will display the number of channels for which bidder is eligible to submit the bid.

R



			Channels Available	for Bidding in the Region-City	Required Per Channel	Per Channel	Bidder		Round			Provisional winning price	Round	Channels		Channel
1	EAST	Alipurduar	3	3	93.0	2325000	New Licensee	9300000.0000	-	-	-	-	-	-	YES	1
2	EAST	Arrah	3	3	61.0	1525000	New Licensee	6100000.0000	-	-	-	-	-	-	YES	1
3	EAST	Aurangabad	3	3	52.0	1300000	New Licensee	5200000.0000	-	-	-	-	-	-	YES	1
4	EAST	Bagaha	3	3	50.0	1250000	New Licensee	5000000.0000	-	-	-	-	-	-	YES	1
5	EAST	Baharampur	4	4	63.0	1575000	New Licensee	6300000.0000	-	-	-	-	-	-	YES	1
6	EAST	Baleshwar	3	3	70.0	1750000	New Licensee	7000000.0000	-	-	-	-	-	-	NO	
7	EAST	Balurghat	3	3	87.0	2175000	New Licensee	8700000.0000	-	-	-	-	-	-	NO	
8	EAST	Bangaon	3	3	108.0	2700000	New Licensee	10800000.0000	-	-	-	-	-	-	NO	

Update Favourite List | Sign & Submit Bid

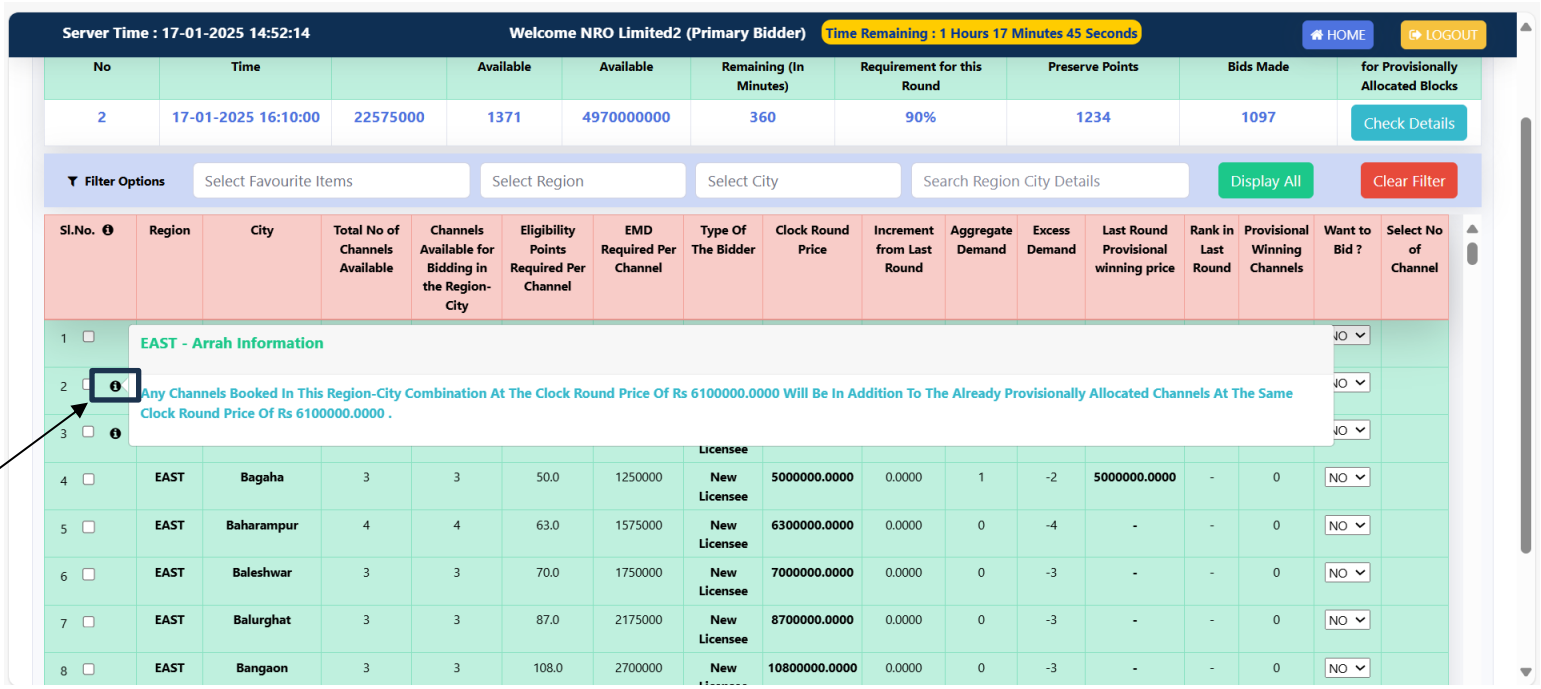
Checks in bid floor while displaying the number of channels that can be selected:

1) 40% Capping rule: Every bidder shall be allowed to bid for not more than 40% of the total channels i.e. sum of its existing channels and the new channels in any city. However, in case the 40% figure is a decimal, it will be rounded down to the nearest lowest whole number.

2) Primary and secondary bidders cannot bid for the same channel from their respective logins. If bid has been submitted by either Primary or secondary bidder, the other bidder shall not be allowed to bid.

3) In any city where either the Parent Company or any of its Subsidiary Companies, Holding Companies, entities under common management, or Inter-connected Undertakings has been provisionally allocated a channel in the auction in a particular city, only that specific entity (whether the Parent Company or any of its Subsidiaries, Holdings, or related entities) shall be permitted to participate in the auction for that particular city. All other related entities, including any Subsidiary, Holding Company, entity under common management, or Inter-connected Undertaking currently not allocated any channel in that city, shall be not be allowed to participate/bid in the auction of channels in that particular city.

All such above mentioned relevant information will be displayed on hovering over the small 'i' icon displayed in the 1st column as follows:

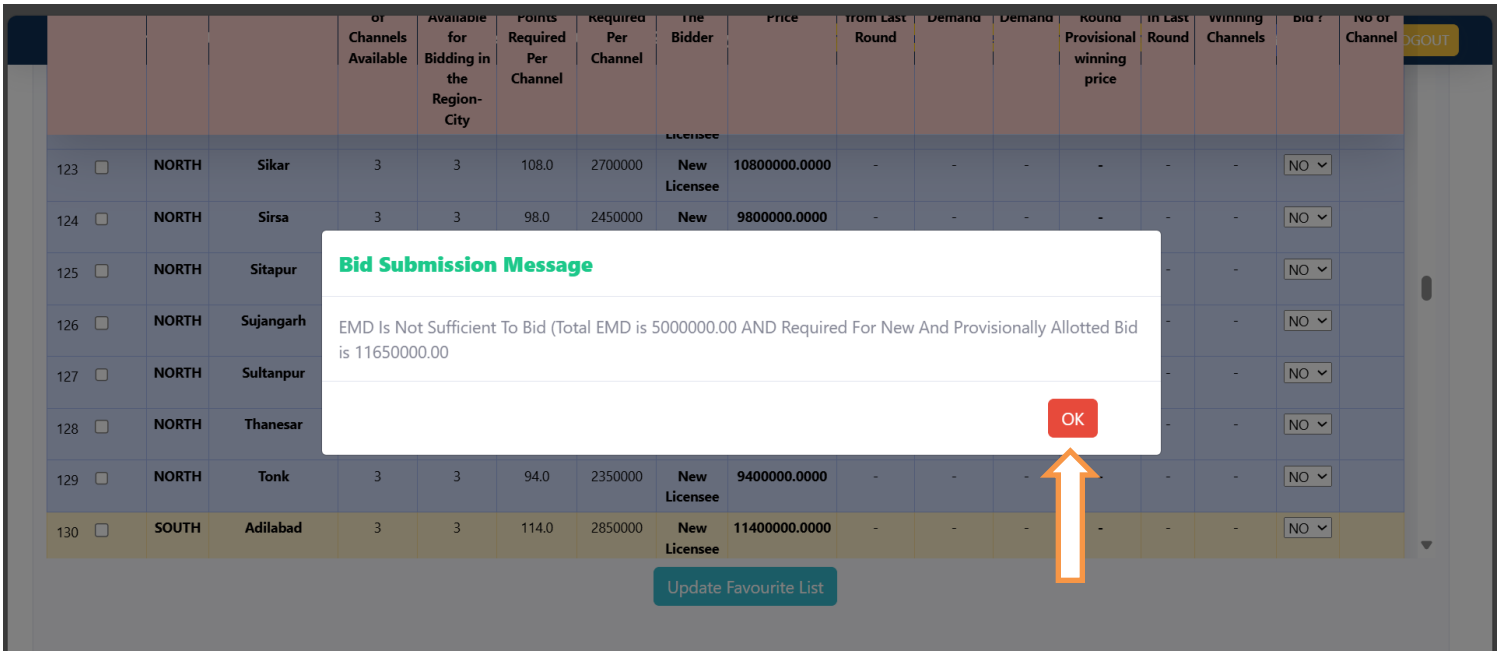


Different information's that can be displayed while hovering over the 'i' symbol is:

1) If the bidder is provisional winner at the current CRP, system will indicate that any channels quoted at the current CRP will be in addition to already Provisionally allocated channels.
2) In case bidder is not eligible to bid in a particular city and only 'No' button is enabled, then appropriate message will be displayed.

Bidders will get only once chance to submit their bids in each clock round. Therefore, they have to select Yes and appropriate number of channels against each of the city in which they are interested to bid and then click on the button 'Sign and Submit bid'. In case, there are any violation in terms of shortfall of EMD, EP or Net worth the system will display appropriate error messages.

Sample of Error message in case of EMD sufficiency violation –



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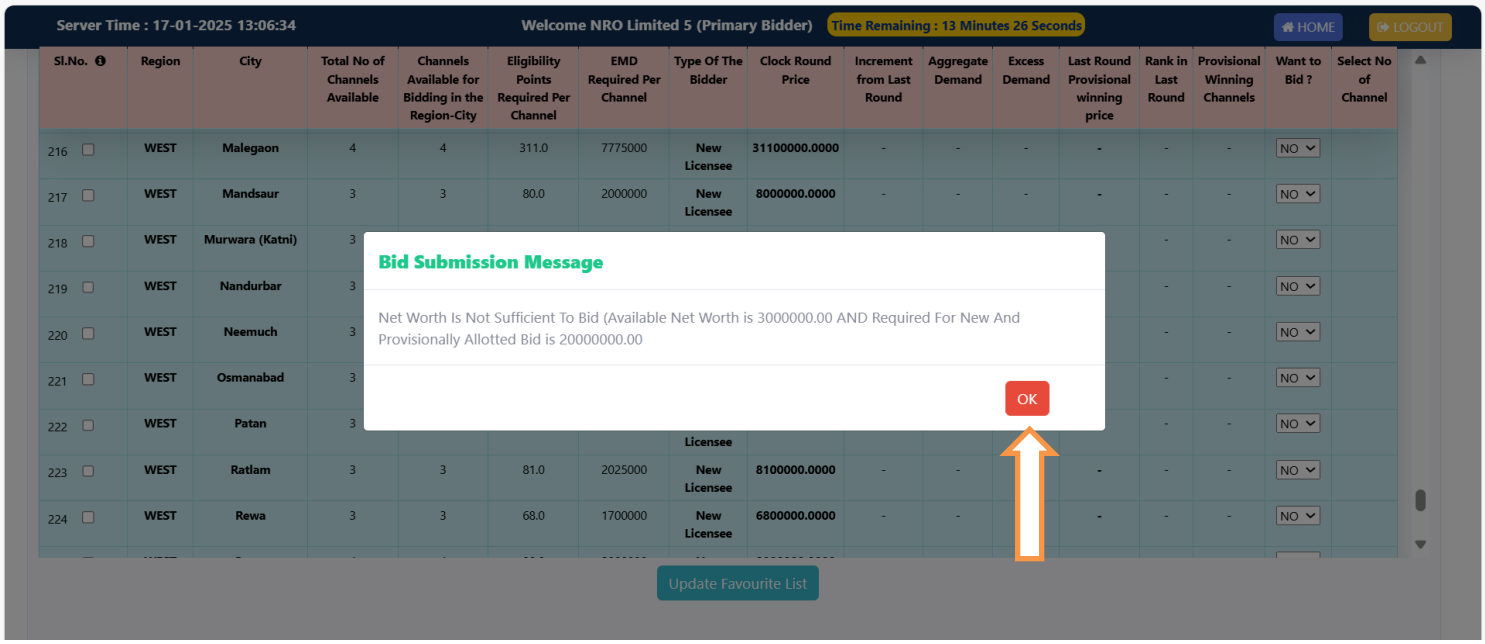
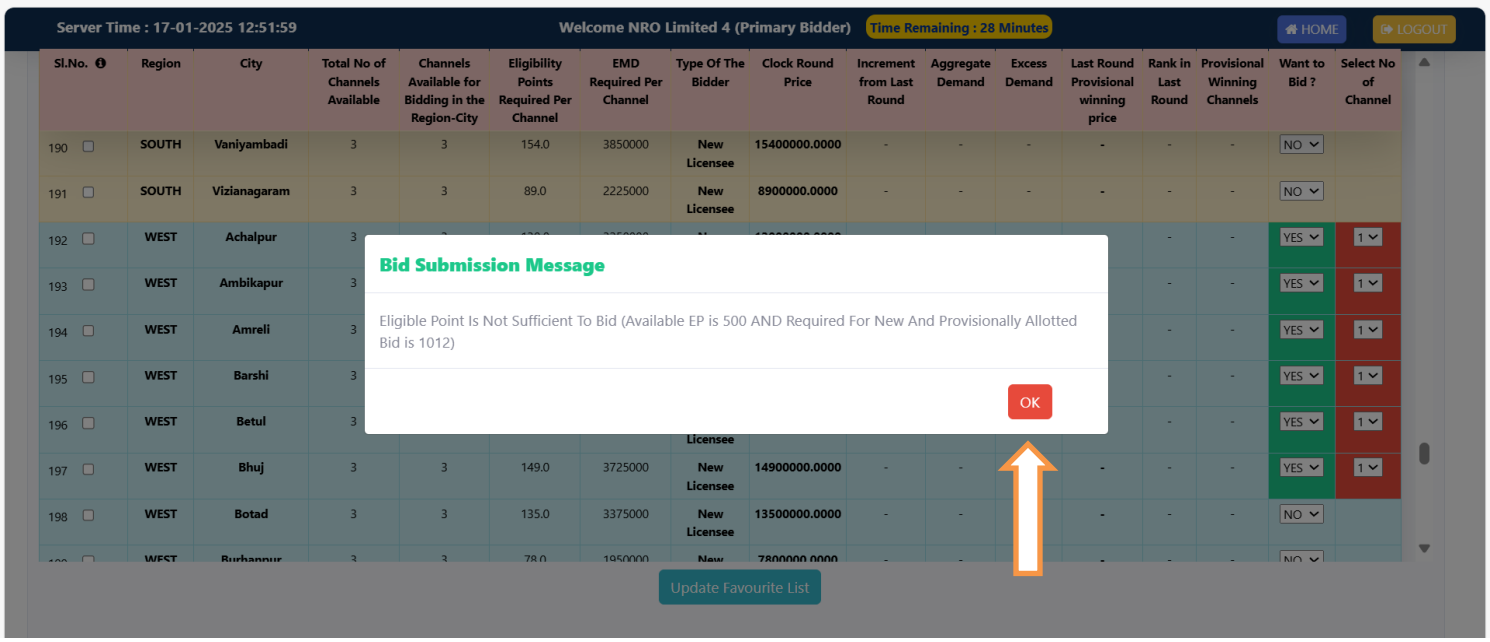
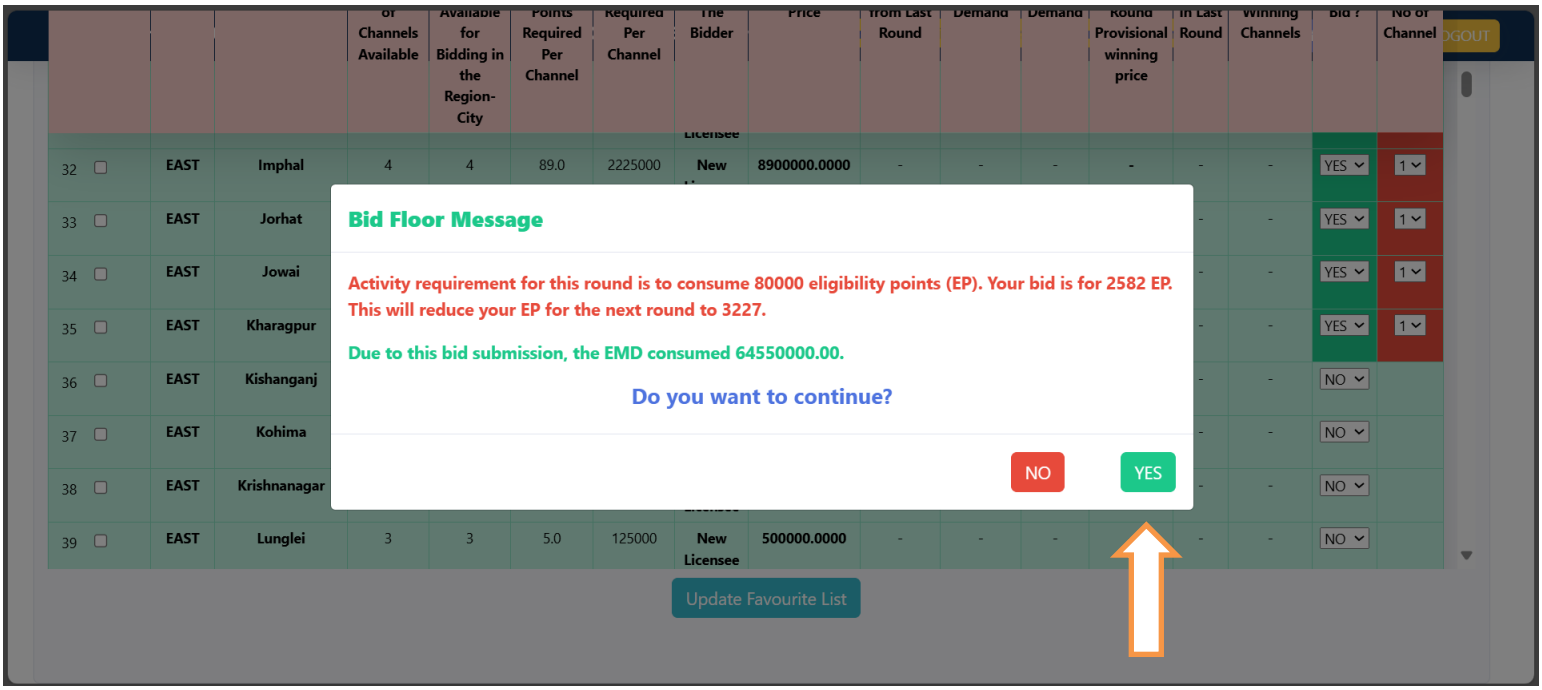
Sample of Error message in case of Net-worth sufficiency violation –



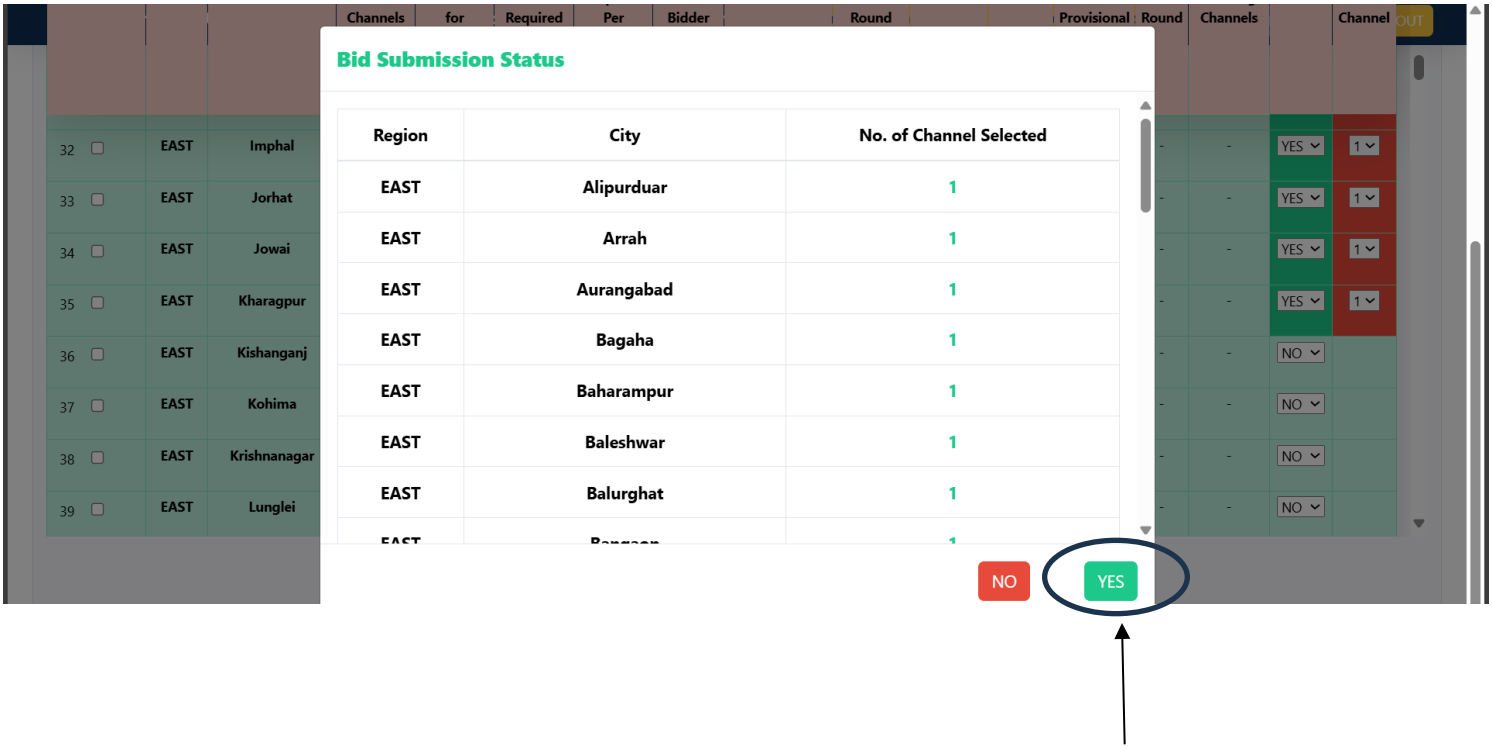
Sample of Error message in case of Eligibility points sufficiency violation –



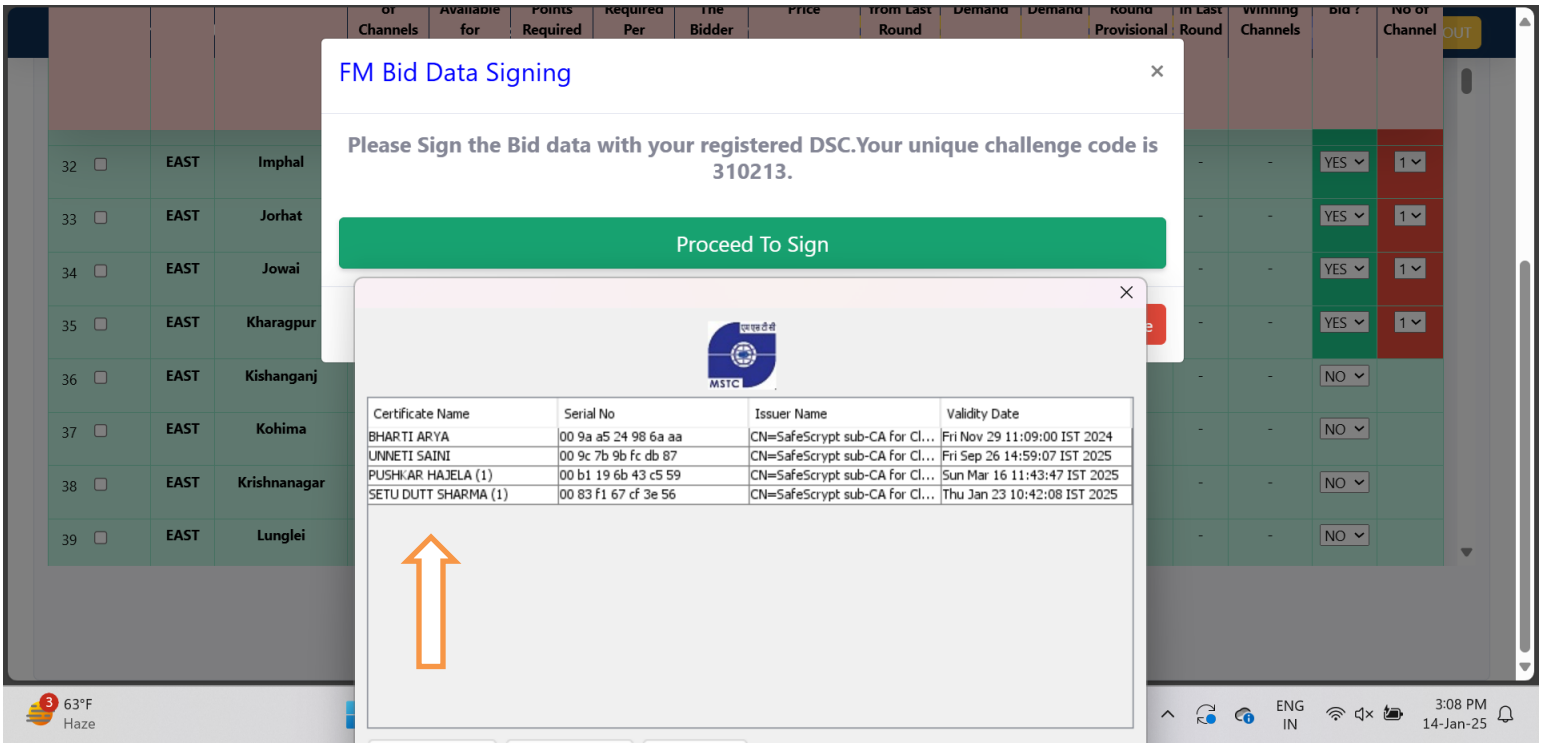
In case the bid being submitted is a valid bid, system will display the EMD amount and EP that would be deducted by virtue of the bid as well as EP that would be carried forward to the next round. Kindly note that the EMD and EP amount is aggregate of the already provisionally allocated channels as well as any incremental bids that is being submitted in the current clock round. This blocked EMD and EP will be readjusted in the next round based on provisional allotment after determination of ranking of the current round in which bids has been made.

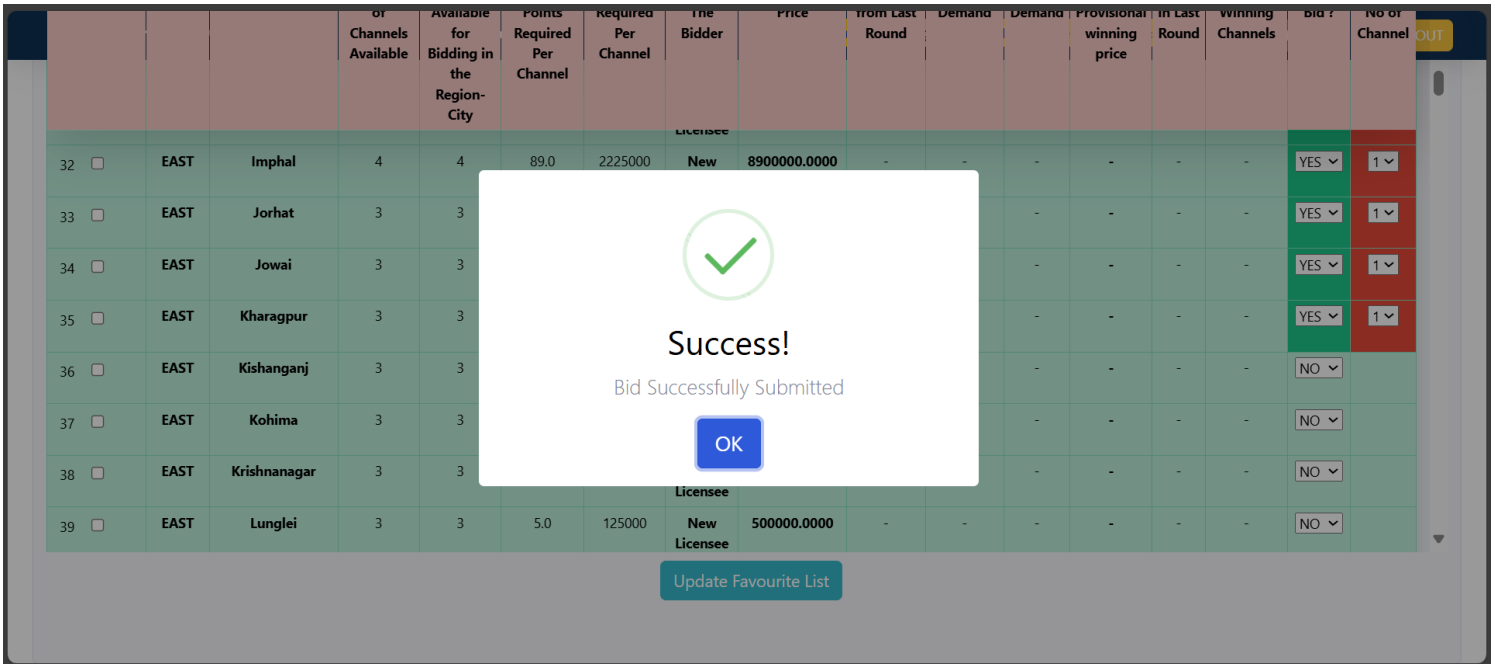


On clicking ‘Yes’, system will display the list of items for which ‘Yes’ has been selected and bid has been submitted in the current clock round:



On clicking yes, system will prompt the bidder to sign their bid with the DSC and do final submission:





Networth of the bidders shall get utilized on the basis of region-city combination provisionally allocated to the bidder. Hence the data available in the consumption report as well as on the live bid floor under the column “Net worth available” during a clock round is dynamic in nature and shall be liable to change as per the provisional allocation of channels to the bidders.

Day Start and Day End Time:

There would be a day wise start time and day wise close time of the SMRA which would be pre declared. E.g. if the day wise start time is 9:30 am and day wise close time is 5:30 pm, then the auction will start every day at 9:30 am and will close every day at sharp 5:30 pm. However, if a round has started for which the time remaining completion is greater than the day- wise close time i.e., 5:30 pm of the day (suppose the round closing time is 6:30 pm) then in such case the auction shall continue till the closing time of the round i.e., the day end shall happen only once the round has ended i.e., at 6:30 pm. (Subject to round extension, if any.) (excluding holidays – if any, which will be updated through notices in the bid floor).

Round Duration:

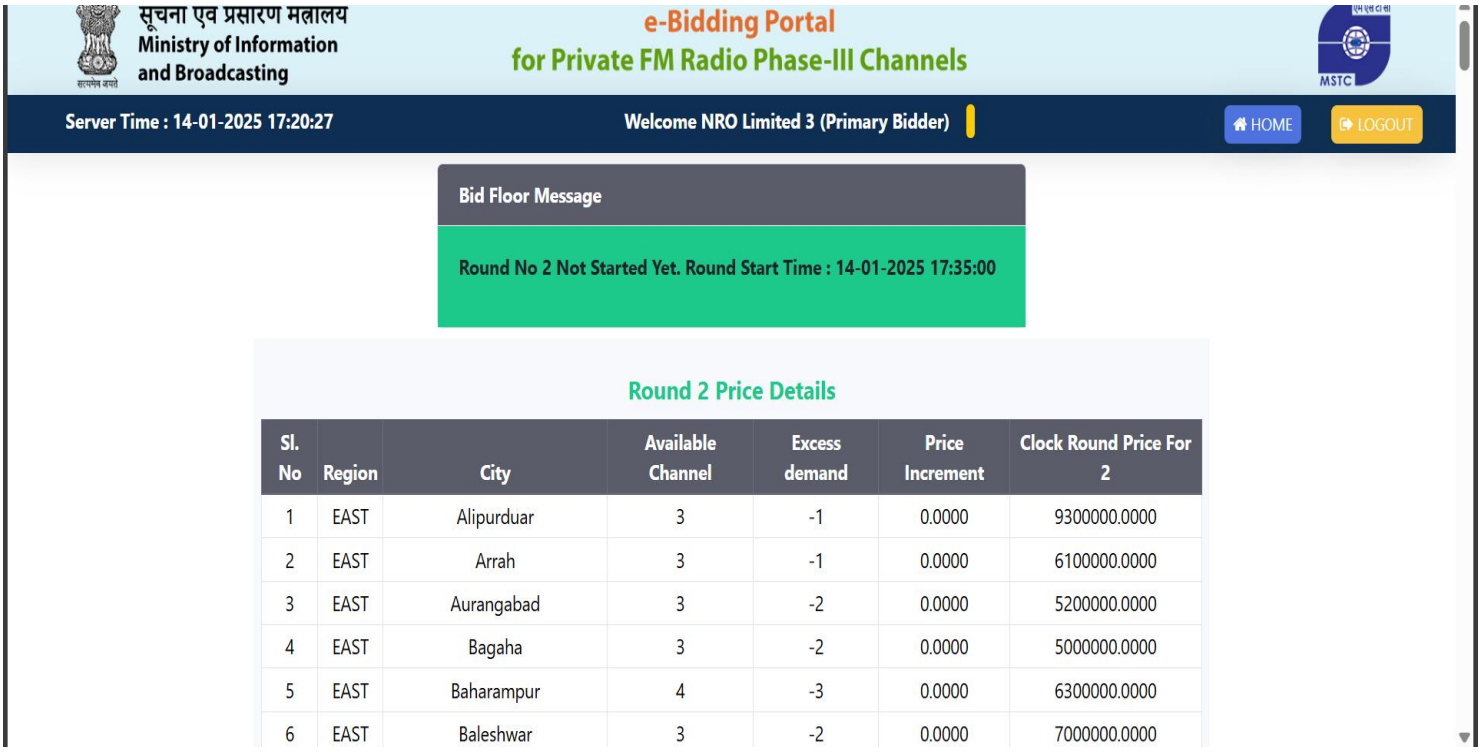
Bidders will be notified in advance of the starting time and date of the first Clock Round.

1. At the initial stage, a Clock Round will be for a duration of ninety (90) minutes each for the first five (5) rounds. Round duration of subsequent rounds will be of sixty (60) minutes each.
2. A Clock Round may close prior to the finishing time of the clock round if the EAS has received bids from all bidders in that round.
3. Clock Round of sixty (60) minutes will be reduced to forty-five (45) minutes in case bidding is in less than ten (10) Cities for four (4) consecutive rounds after intimating all bidders.

4. Round duration of next round will be restored to sixty (60) minutes in case the bidding in subsequent round equals or exceeds ten (10) cities.
5. The auction will go to the extension mode as per the bids which are submitted by the bidder.

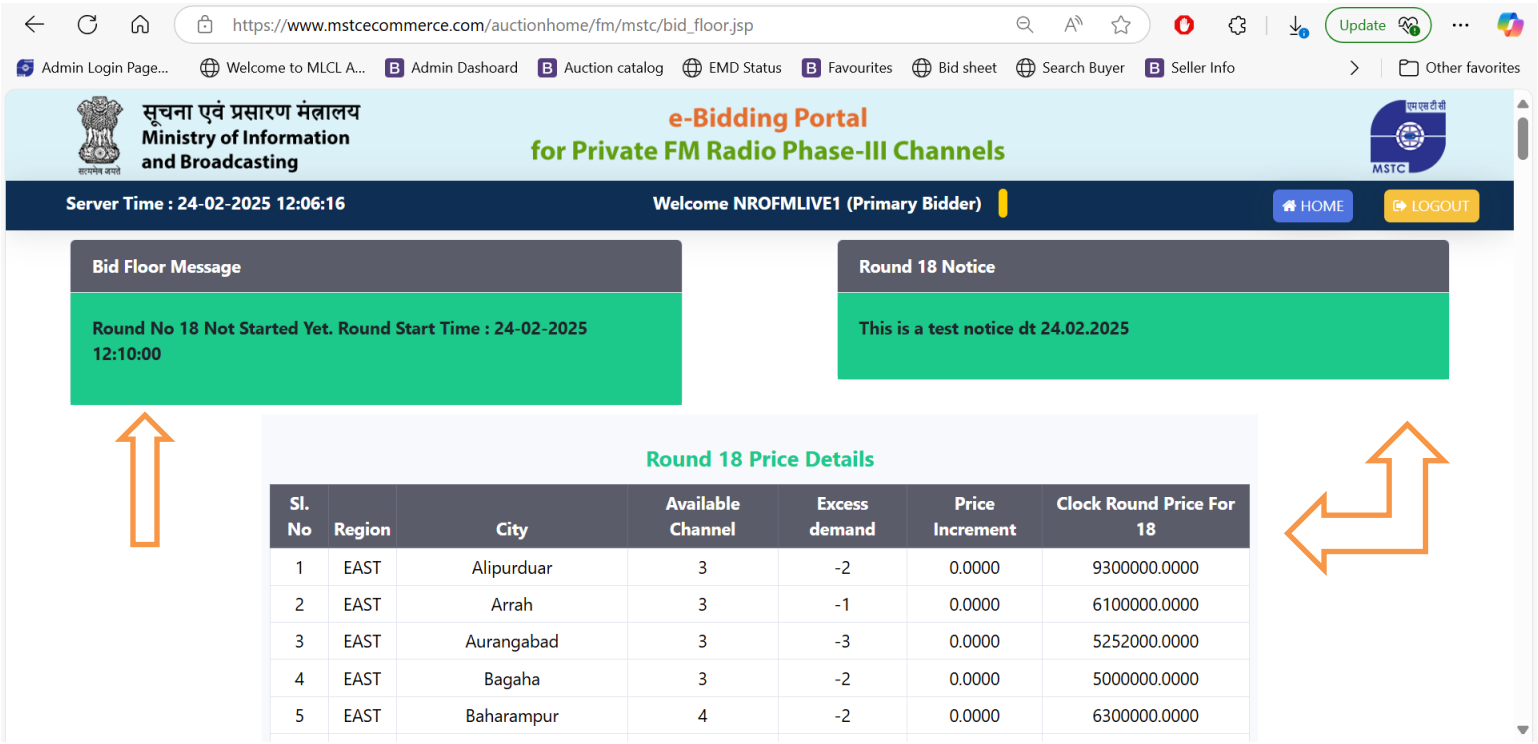
Gap Period:

During the gap period, bidder will be able to view the aggregate demand against each city well as CRP in the next round:



Sl. No	Region	City	Available Channel	Excess demand	Price Increment	Clock Round Price For 2
1	EAST	Alipurduar	3	-1	0.0000	9300000.0000
2	EAST	Arrah	3	-1	0.0000	6100000.0000
3	EAST	Aurangabad	3	-2	0.0000	5200000.0000
4	EAST	Bagaha	3	-2	0.0000	5000000.0000
5	EAST	Baharampur	4	-3	0.0000	6300000.0000
6	EAST	Baleshwar	3	-2	0.0000	7000000.0000

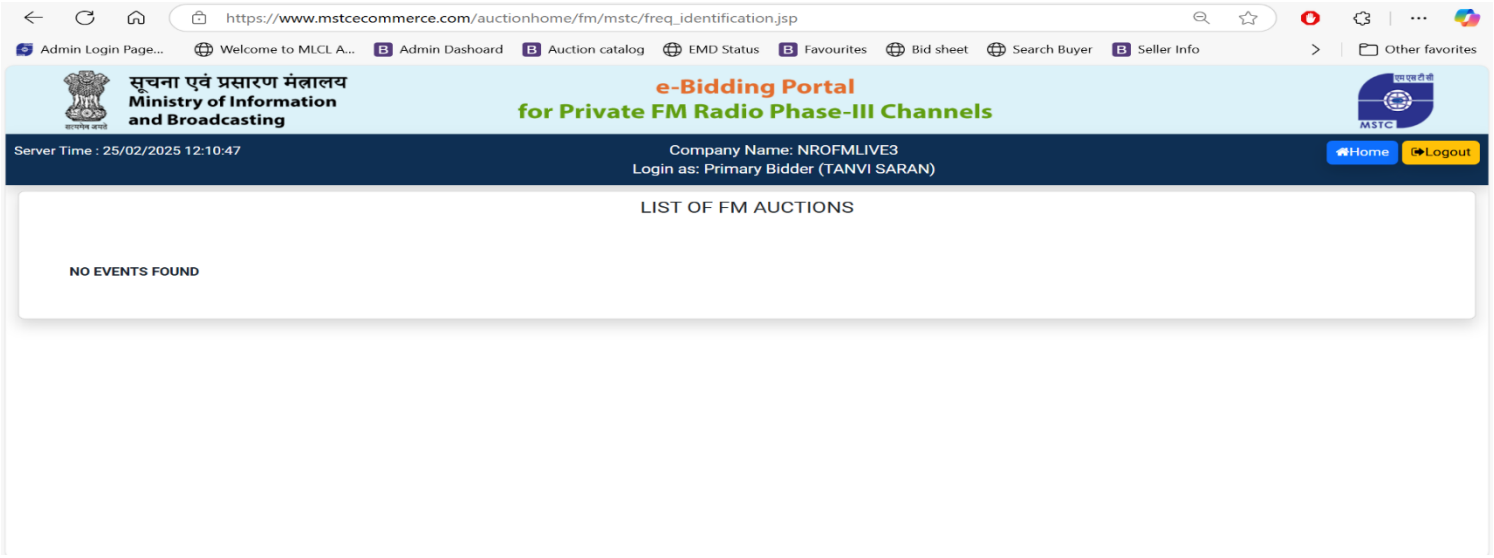
In case any notice is published, same will also be displayed during the gap period as well as in the bid floor, only during the next round:



Sl. No	Region	City	Available Channel	Excess demand	Price Increment	Clock Round Price For 18
1	EAST	Alipurduar	3	-2	0.0000	9300000.0000
2	EAST	Arrah	3	-1	0.0000	6100000.0000
3	EAST	Aurangabad	3	-3	0.0000	5252000.0000
4	EAST	Bagaha	3	-2	0.0000	5000000.0000
5	EAST	Baharampur	4	-2	0.0000	6300000.0000

Result display after Final round:

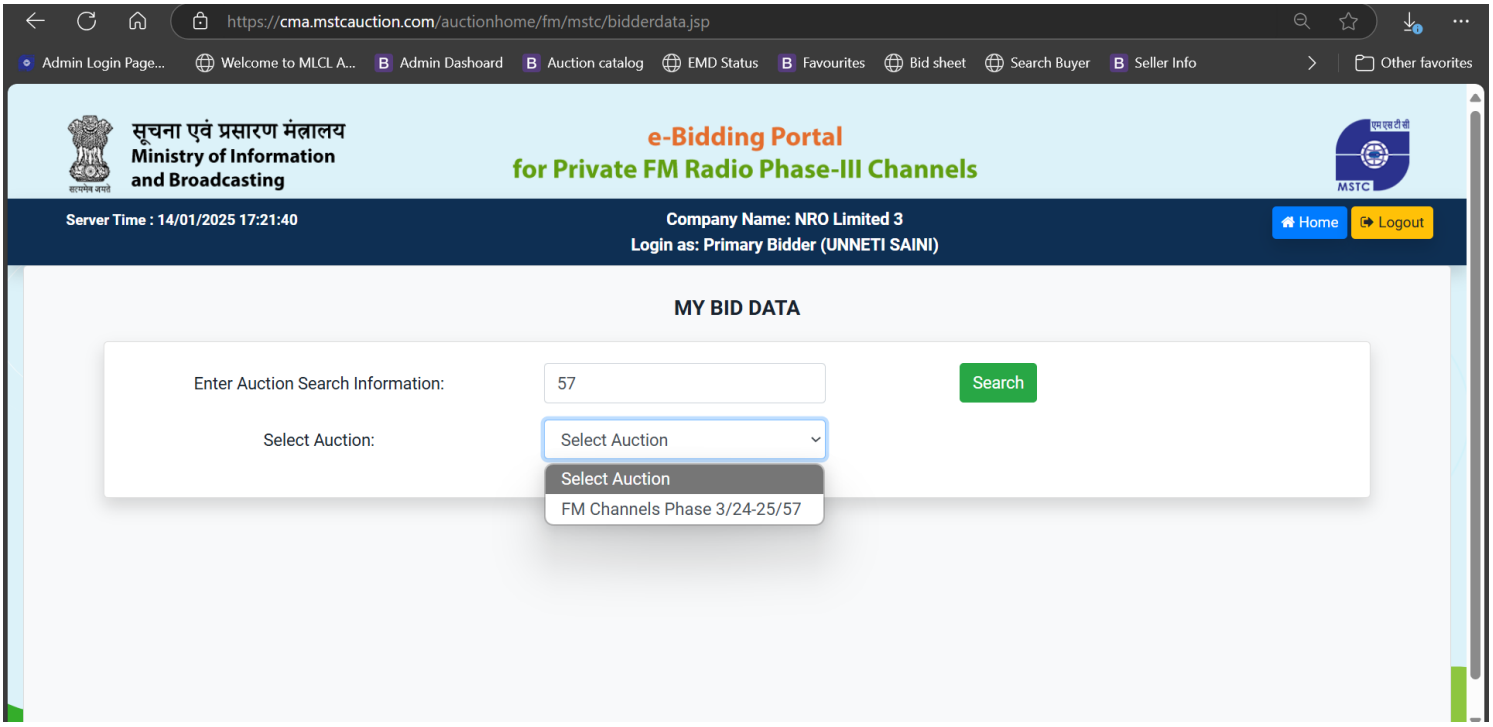
In the event wherein for all cities , if there is no bid submitted by any of the bidders i.e., bidding activity is nil prior to the scheduled close time of that clock round, in a clock round with AAR as 100%, no new round will be created/scheduled after that clock round. The bid floor shall display the message "NO Live Spectrum Auction Found" as below till the scheduled close time of the clock-round, post-which the provisional winning results shall be displayed.

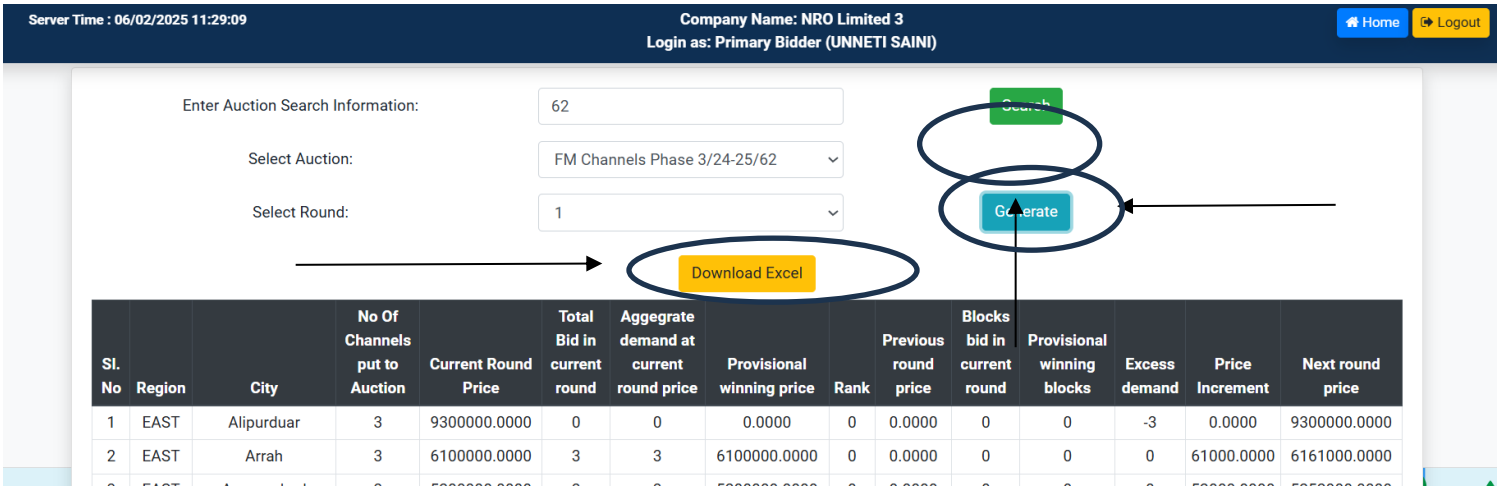


After completion of the final round schedule time, bidders will be able to view the complete list of cities awarded to that particular bidder. The page will remain in view till 12 midnight of the day, auction was closed:

My Bid Data:

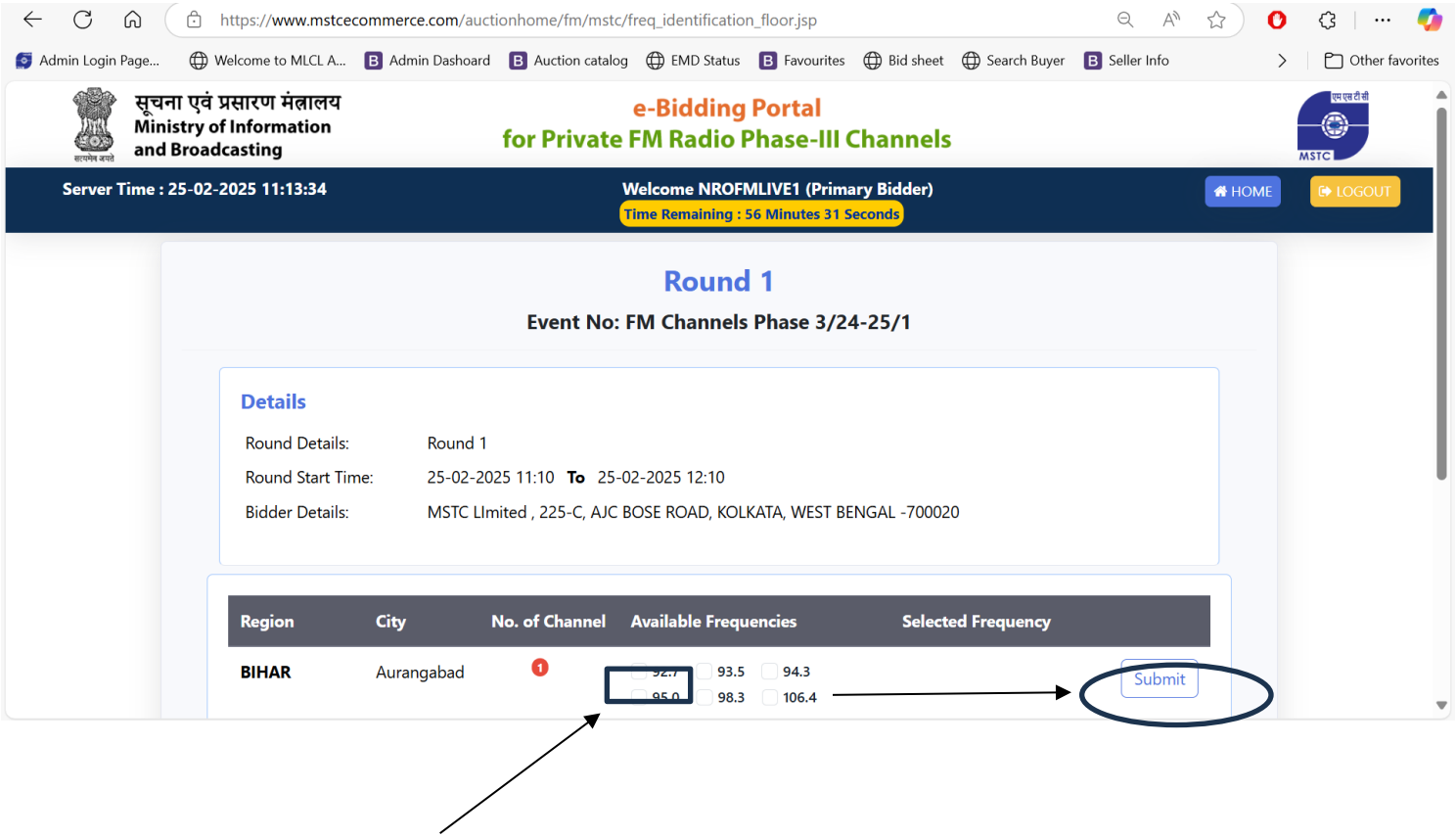
Bidder will also have access to their bid history using the link, ‘My Bid Data’. On clicking the link, bidders can select the event and a particular round to view their bidding history for that particular round. The bidders can also download their bid data in Excel using the link “Download Excel”.





Frequency Identification Rounds

After the Channel Allocation Stage, the next step is Frequency Allocation—this means choosing preferred FM frequencies by the winning bidders in the cities they have been allocated a channel.



How it works:

The winning bidders will pick their preferred FM frequencies from a list of available options for their city.

The bidder who ranked highest (Rank 1) gets to pick first in the first round of Frequency allocation, then Rank 2 picks next in the second round of allocation, and so on.

Step-by-step process:

The process will happen in multiple rounds.

In Round 1, only Rank 1 bidders get to choose their frequencies in all the cities they have been allocated a channel at rank 1

In Round 2, Rank 2 bidders pick from the remaining frequencies in all the cities they have been allocated a channel at rank 2

And so on…

If a Rank 1 bidder **does not select a frequency in time**, the system will **randomly assign** a frequency to them at the end of that round.

In **Round 2**, **Rank 2 bidders** will choose from the remaining available frequencies.

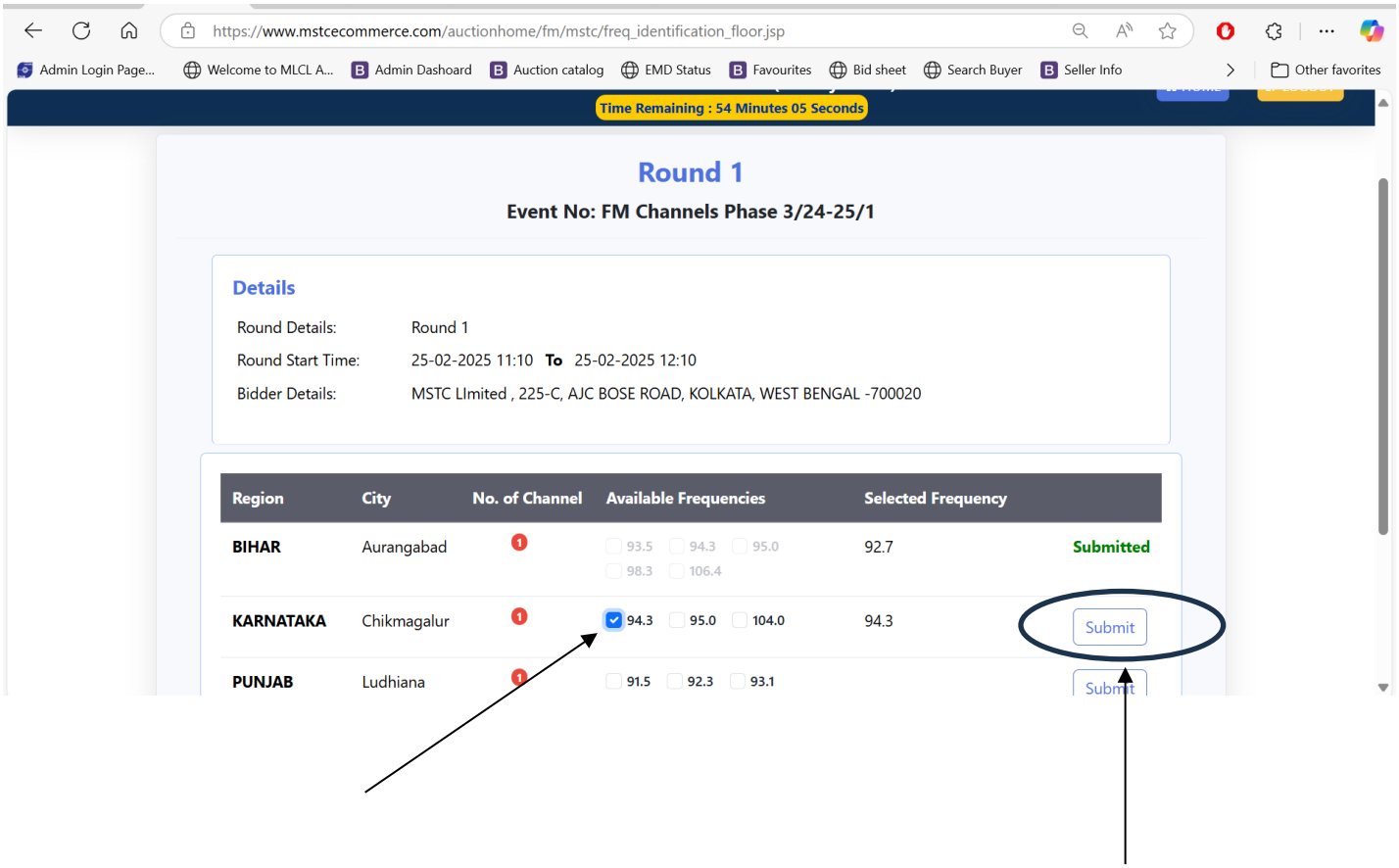
This continues until all winning bidders have selected their frequencies.

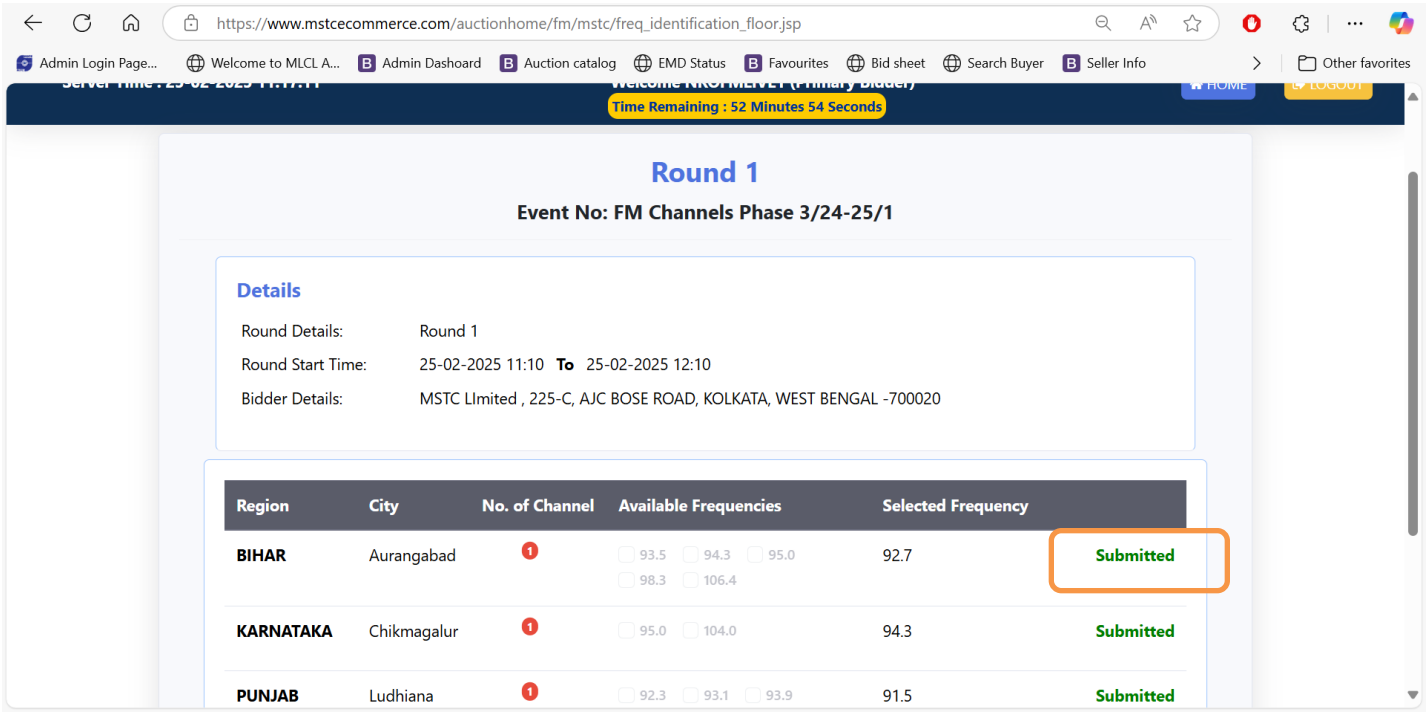
Important rules:

Each round of the frequency allocation process will last 60 minutes, and there will be no extra time granted. Once the 60-minute window ends, the round will automatically close.

Key instructions for bidders:

- Bidders must select their preferred frequency for each city within the given time.
- The selection must be done individually for each city—meaning, if a bidder has won channels in multiple cities, they must choose a frequency separately for each one.
- After selecting a frequency, the bidder must digitally sign the submission for each city.





Example:

If a bidder has won 10 channels in 10 different cities and has Rank 1 in all these cities, they must:

Individually pick a frequency for each city in the first round.

Sign and submit their choice separately for all 10 cities within that round.

This ensures that each bidder secures their preferred frequencies in an organized and fair manner. Failure to select in time will result in the system randomly assigning a frequency from the available options.