

To,

Shri V.K. Agarwal
Joint Advisor (Broadcasting & Cable Services)
Telecom Regulatory Authority of India, New Delhi.

Sub: Intimation regarding conversion of pay channel (“News9”) into “Free to Air” (FTA) channel mode.

Refer: The Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff Order, 2017 dated 03.03.2017 as amended from time to time

Dear Sir,

This is to inform your good office that we will be converting our pay channel (**News9**) into FTA (Free to Air) channel w.e.f. 01.02.2025 on all distribution platforms. In compliance of clause 6 of Tariff order 2017 as amended relating to “Reporting requirement by broadcasters, we are filling the other details of “News9” channel as below.

Sl. No.	Description	Details
1	Channel’s Name	News9
2	Genre	News
3	Language	English
4	Nature	“Free to Air” (FTA)
5	Conversion date	01.02.2025

2. The information regarding the conversion of channel in Free To Air (FTA) mode has also been simultaneously uploaded on our website under the link:

<https://www.tv9.com/docs/Intimation-of-News9-From-Pay-to-FTA-Channel-to-TRAI-2024.pdf>

3. You are kindly requested to take on record, the intimation regarding the conversion of “News9” channel into **FREE TO AIR** (FTA) mode with effect from 01-02-2025.

Thanks & Regards
Dheerendhar Singh.

Vice President-Distribution.