

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

General Administration (I& PR) Department – Providing of relief measures to the AP Film Industry – Orders - Issued.

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**GENERAL ADMINISTRATION (I&PR) DEPARTMENT**

**G.O.Ms.No.40**

**Dated:06.04.2021**

**ORDER:**

In the backdrop of Covid-19, Telugu Film Industry has requested to the Government that prevalence of Covid-19 epidemic had a adverse effect on the Film Industry since the cinema theatres, multiplexes, film studios had to be closed and the activities such as shootings and film making had come to a grinding halt. This has caused financial strain to all stake holders of the film industry (producers, distributors, cinema theatre owners, and ancillary units dependent on film industry directly or indirectly etc.). They further requested that due to cessation of the business activity, these establishments are not even able to pay salaries to their workers and roughly more than 70% of workers have lost their livelihood. The representatives of Telugu Film Chamber of Commerce (TFCC) called on Hon'ble Chief Minister on 09.06.2020 and submitted a memorandum explaining the difficult situations through which they are passing and requesting to extend reliefs to the Film Industry to keep them going on without further loss.

2. Government have examined the matter in detail. The Film Industry contributes to State Exchequer in the form of State GST besides providing livelihood to scores of people. All the cinema theatres in the State are not functioning from 22.03.2020. Though permission was granted to the theatres to re-open with effect from 15<sup>th</sup> October, 2020 duly following Covid procedure, the theatres are not functioning. Government, therefore, are of the view that a Relief Package extending waiver of fixed electricity charges to the theatres to the extent indicated in the foregoing paragraphs and providing financial support to the stake holders through interest subvention scheme, as indicated in the foregoing paragraphs, will help the Film Industry and its stake holders to restart their operations.

3. After careful examination of the matter, Government hereby approve the following relief measures to be extended to the Film Industry and its stakeholders in order to ensure restoration of their operations thereby benefitting many individuals belonging to the Industry who lost their livelihood.

//P.T.O//

**I. WAIVER OF FIXED ELECTRICITY CHARGES:**

The waiver of fixed electricity charges for the months of April, May and June, 2020 and deferred payment of fixed electricity charges for the period of 6 months from July 2020 to December 2020 for all theatres, including Multiplexes.

**II. Interest Subvention:**

Government will provide 50% interest subvention subject to a maximum limit of 4.5% per annum for loans availed by Cinema theatres from Banks. The maximum loan amount upto which interest subvention will be given is Rs.10.00 lakhs for A and B centres and Rs.5.00 lakhs for 'C' centres. The interest subvention will be applicable for a period of one year after the moratorium period of six months. This package is not applicable to Multiplexes.

4. The Managing Director, APSFTVTDC, Vijayawada shall take necessary action accordingly.

5. This order issues with the concurrence of Finance Department vide their U.O.No FIN01-FMU0PC (GAD2)/4/2021, Dt: 18.03.2021 (Computer No. 1320340)

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**T. VIJAY KUMAR REDDY**  
**EX-OFFICIO SPL. SECRETARY TO GOVT (I&PR)**

To:

The Managing Director, APSFTVTDC, Vijayawada.  
The Energy Department, A.P., Secretariat, Velagapudi.

Copy to:

PS to Hon'ble Minister (I&PR)

PS to Chief Secretary to Government

PS to Prl. Secretary to Hon'ble CM

PS to Secretary to Government (Energy)

PS to E.O. Spl. Secretary to Government (I&PR)

The Finance Department

The Chairman, Film Chamber of Commerce, AP, Vijayawada.

Sc/Sf

//FORWARDED::BY ORDER\\

*Hemalatha*  
SECTION OFFICER  
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