

REFERENCE INTERCONNECT OFFER OF PARSHAVNATH MEDIA PRIVATE LIMITED TO HEADENED IN THE SKY OPERTORS OWNING AND OPERATING HEADENED IN THE SKY PLATFORM (“HITS PLATFORM”)

This Reference Interconnect Offer (“RIO”) is published by **PARSHAVNATH MEDIA PRIVATE LIMITED (“PMPL”)** pursuant to clause 7 (1) Chapter III of Telecommunication (Broadcasting and Cable Services) \

Interconnection (Addressable Systems) Regulations, 2017 (“**Interconnection Regulations 2017**”) read with Clause 3 of the Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff Order, 2017 (“**Tariff Order 2017**”). This RIO contains the technical and commercial terms and conditions basis which a Headend in the Sky Operator (“**HITS Operator**”) may seek signals of the Channels (defined later) of PMPL. PMPL shall be entitled to amend the terms of this RIO and the Subscription License Agreement (as set out in Annexure II of this RIO) as per Interconnection Regulations 2017 and Tariff Order 2017

PMPL has designated a person, whose coordinates are mentioned below (“Contact” Person”), to receive requests for interconnection from HITS Operators and grievance redressal thereof:

Mr. J.K SIDDESH, Distribution Head
E-Mail - siddesh-jk@thelotusindia.com
Mob - +91 98808 43042

An “**HITSO**” / “**Operator**” desirous of obtaining signals of the Channels of PMPL shall make a written request to PMPL in the Application Form set out in Schedule II of the Interconnection Regulation, 2017 and Annexure I of this RIO along with the relevant documents set out therein. Before making such request to PMPL the HITSO shall ensure that:

- (i) It is not demanding carriage fee for Channel(s) for which it is seeking the signals; and
- (ii) It is not in default of payment of any payments to PMPL and continues to be not in default; and
- (iii) the Addressable System to be used for distribution of the Channels of PMPL meet the requirements as specified in Schedule III of the Interconnection Regulation, 2017 and Schedule B of the Subscription License Agreement;
- (iv) It is not directly or indirectly engaged in illegal retransmission or piracy of the Channels of PMPL.

The IPTVO shall not distribute the Channels of PMPL without entering into a written Subscription License agreement in the format as set out in Schedule II of this RIO. Execution of the Subscription License Agreement is subject to the HITSO satisfying the aforesaid conditions to the satisfaction of PMPL and in accordance with the provisions of the Interconnection Regulations 2017. The Subscription License Agreement shall take effect only from October 1, 2019.

Annexure II

SUBSCRIPTION LICENSE AGREEMENT [HEADEND IN THE SKY]

This Subscription License Agreement (“**Agreement**”) is executed on this ____ day of _____, 20____
between

M/s. PARSHAVNATH MEDIA PRIVATE LIMITED, a Company incorporated under the Companies Act, 1956, having its registered office at 2nd Floor..322, Hari Nagar, Ashram Chowk, New Delhi-110014, Delhi -India bearing PAN no-AAFCP4093E and GSTIN: 06AAFCP4093E1ZH, (hereinafter referred to as “**PMPL**”/ “**Broadcaster**”, which expression, unless repugnant to the meaning or context thereof, shall be deemed to mean and include its successors and permitted assigns),

AND

M/s. _____ [hereinafter referred to as “**Operator**”, which expression, unless repugnant to the meaning and context thereof, shall mean and include the heirs, executors and administrators in the case of a sole proprietorship firm; the partner or partners for the time being and the heirs, executors and administrators of the last surviving partner in the case of a partnership firm; the successors and permitted assigns in the case of a company; and karta and coparceners in the case of a Hindu Undivided Family (“**HUF**”).

PMPL and the **Operator** are hereinafter individually and collectively referred to as “**Party**” and “**Parties**”, respectively.

WHEREAS:

- A. PMPL is a Private Limited Company carrying on the business of broadcasting, production, distribution, communication to the public or transmission by any means of audio, audio-visual or works of any other kind and running the Entertainment Channel, “**Dangal Kannada**” and other associated channels, which is one of the leading KANNADA TV Channels in India
- B. The Operator is a HITS Operator.
- C. The Operator is desirous to subscribe the Subscribed Channels and provide only HITS Service to the Subscribers in the Area and in this regard, has approached PMPL. PMPL is willing to provide signals of the Subscribed Channels to the Operator for providing HITS Service to the Subscribers in the Area, subject to the terms and conditions of this Agreement.

NOW THEREFORE, IN CONSIDERATION OF THE FOREGOING AND THE MUTUAL COVENANTS CONTAINED HEREIN, CONSTITUTING GOOD AND VALUABLE CONSIDERATION, THE RECEIPT AND SUFFICIENCY OF WHICH

IS HEREBY ACKNOWLEDGED, THE PARTIES AGREE AS FOLLOWS: -

1. DEFINITION:

In this Agreement, unless the context otherwise requires, the defined terms below shall have such respective meaning as have been assigned to them hereunder. Additionally, there are other defined terms in the body of the Agreement which shall have such respective meaning as have been assigned to them in the body of the Agreement.

- (i) **“Addressable System”** means an electronic device, (which includes hardware and its associated software) or more than one electronic device put in an integrated system, through which transmission of the programmers, including retransmission of the signals of the Subscribed Channels can be done in an encrypted form by the Operator, and which can

be decoded by the Set Top Box at the premises of the Subscriber within limits of the authorization made on the choice and request of such Subscriber and includes the Subscriber Management System and the Conditional Access System of the Operator.

- (ii) **“Agreement”** means this License Agreement together with its Schedules and Annexes
- (iii) **“Applicable Laws”** means laws, regulations, directions, notifications, rules or orders, including amendments thereto, enacted or issued by any constitutional, legislative, judicial, quasi-judicial or administrative authority including the TRAI and the MIB.
- (iv) **“Area”** means specific areas to be catered by the Operator (either directly or through the Affiliated Cable Operators) (within the Territory) for which distribution of the Subscribed Channels as have been mutually agreed between PMPL and the Operator
- (v) **“Broadcaster”** means an entity that, after having obtained, in its name, up linking permission and downlinking permission, as may be applicable for its channels, from the Central Government, provides programming services.
- (vi) **“Conditional Access System”** or **“CAS”** means Conditional Access System installed at the Operator’s Cable Television Network headend that enables Subscribers to access and to view the Subscribed Channels and also prevents unauthorized viewers from accessing the Channels.
- (vii) **“Cable Operator”** means any person who provides Cable Services through a Cable Television Network or otherwise controls or is responsible for the management and operation of a Cable Television Network and fulfils the prescribed eligibility criteria and conditions.
- (viii) **“Cable Services”** means the transmission by cable of programs including retransmission by cable of any satellite television signals.
- (ix) **“Cable Television Network”** means system consisting of set of closed transmission paths and associated signal generation, control and distribution equipment, designed to provide Cable Service for reception by multiple subscribers.
- (x) **“Channels”** means the Satellite Television Channels owned by PMPL along with genres of such Satellite Television respective channels listed in **Annexure A** of this Agreement.
- (xi) **“Commercial Subscribers”** means commercial subscriber as defined in the Applicable Laws.

- (xii) **“Confidential Information”** means any confidential information disclosed by PMPL to the Operator while the Operator is participating in the affairs/business of PMPL and any such other confidential and proprietary information, including the terms and conditions of this Agreement disclosed by PMPL during the Term.

- (xiii) **“DAS Areas”** means the areas within the Territory where in terms of notifications issued by the Central Government under sub-section (1) of section 4(A) of the Cable Television Networks (Regulation) Act, 1995 (7 of 1995), as amended from time to time, it is obligatory for every cable operator to transmit or re-transmit programs of any channel in an encrypted form through a Digital Addressable System.

- (xiv) **“Effective Date”** means _____ day of ____ 20 ____.

- (xv) **“Equipment”** means equipment comprising of digital satellite receivers/professional integrated receiver decoder, viewing cards and remotes (where applicable) for each of the Subscribed Channels which enables the Operator to decrypt the encrypted signals of the Subscriber Channels.
- (xvi) **“Execution Requirements”** means all documents/information required by PMPL from the Operator to facilitate execution of the Agreement and **includes** all documents/information listed in **Annexure C** of this Agreement.
- (xvii) **“Headend In the Sky Operator”** or **“HITS Operator”** means any person permitted by the Central Government to provide HITS Service.
- (xviii) **“Headend in the Sky Service”** or **“HITS Service”** means transmission of programs including retransmission of signals of television channels (i) to intermediaries like local cable operators or multi system operators by using a satellite system and not directly to subscribers and (ii) to the subscribers using a satellite system and its own cable network
- (xix) **“Incentive Scheme”** means the incentive scheme offered by PMPL as specified in Annexure B-2 of this Agreement
- (xx) **“Intellectual Property”** means all right, title and interest in the programming and all copyright, creative, artistic and literary contents, trademarks, trade names, services marks, logos, materials, formats and concepts relating to the Channels/Subscribed Channels, or any mark of the right holders of any programming exhibited on the Channels/Subscribed Channels.
- (xxi) **“Interconnection Regulations”** means the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017 (as amended).
- (xxii) **“Maximum Retail Price”** or **“MRP”** means the maximum retail price per subscriber per month, excluding taxes, of each of the a-la-carte pay channels offered by PMPL as more specifically specified in Annexure B and Annexure B-1 of this Agreement, respectively.
- (xxiii) **“MIB”** means the Ministry of Information & Broadcasting in India.
- (xxiv) **“Monthly Average Subscriber Level”** means the average number of Subscribers for a particular month, as set forth in the applicable Subscriber Report, calculated by dividing the sum of the total number of Subscribers, reflecting in the Operator’s SMS integrated with CAS in its digital Addressable System, on the first day of such month or the first day of activation of the signals of the Subscribed Channel(s) in such month (as

applicable) and the last day of such month or the day immediately prior to the deactivation of the signals of the Subscribed Channel(s) in such month (as applicable), by two.

- (xxv) **“Monthly License Fees”** means the monthly subscription fee payable by the Operator to PMPL in terms of Clause 9 of this Agreement.
- (xxvi) **“QoS Regulations”** means the Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017 (as amended)
- (xxvii) **“Registered Area”** means the registered area of operation of the Licensee as mentioned in the registration granted by the Central Government, as more explicitly specified in the recital clause of this Agreement.

- (xxviii) **“PMPL’s share of Maximum Retail Price”** means the Maximum Retail Price of each of the Subscribed Channels less the Distribution Fee and the Discounts offered, if any (including on account of the Operator availing the Incentive Scheme and fulfilling the conditions thereof).
- (xxix) **“STB”** means the Operator provided and/or the Operator authorized Set Top Box (embedded with the Operator designated vendor designed CAS microchip) installed in the premises of the Subscriber as connected to the television of the Subscriber that allows the Subscriber to receive the Subscribed Channels in unencrypted and descrambled from through its Digital Addressable System.
- (xxx) **“Subscriber”** means a person in the Area who receives signals of Subscribed Channels from its digital Addressable System at a place indicated by such person and uses the same for domestic purposes without further transmitting it to any other person and specifically excludes Commercial Subscriber. For the sake of clarity, one STB in a private residential household or private residential multi-dwelling unit receiving the Subscribed Channels from the Operator either directly or indirectly (through local cable operators) through its Digital Addressable System shall be treated as one Subscriber.
- (xxxi) **“Subscribed Channels”** means the channels subscribed/ carried by the Operator, as are specifically identified by the Operator and listed in **Annexure B** to this Agreement.
- (xxxii) **“Subscriber Management System”** or **“SMS”** means a system or device which, stores the Subscriber records and details with respect to name, address and other information regarding the hardware being utilized by the Subscriber, channels or bouquets of channels subscribed to by the Subscriber, price of such channels or bouquets of channels as defined in the system, the activation or deactivation dates and time for any channel or bouquet of channels, a log of all actions performed on a Subscriber’s record, invoices raised on each Subscriber and the amounts paid and discounts allowed to the Subscriber for each billing period.
- (xxxiii) **“Subscriber Reports”** means the monthly subscriber reports to be provided by the Operator to PMPL in terms of Clause 12 of this Agreement.
- (xxxiv) **“PMPL Marks”** shall mean all Intellectual Property owned or used by PMPL or its affiliates from time to time in connection with the Channel/ Subscribed Channels, including, without limitation, the trade names and trademarks specified by PMPL itself, or on behalf of its subsidiaries or otherwise notified in writing by PMPL from time to time
- (xxxv) **“Tariff Order”** means the Telecommunication (Broadcasting and Cable)

Services (Eighth) (Addressable Systems) Tariff Order, 2017 (as amended)

- (xxxvi) “**TDSAT**” means the Telecom Disputes Settlement and Appellate Tribunal, New Delhi;
- (xxxvii) “**Technical Specifications**” means the technical specifications set forth in **Schedule 1** to the Agreement and to which, the STBs, CAS and SMS must comply with.
- (xxxviii) “**Term**” means the period of one (1) year commencing from the Effective Date unless terminated earlier in accordance with the provisions of the Agreement.
- (xxxix) “**Territory**” means India as a whole
- (xl) “**TRAI**” means the Telecom Regulatory Authority of India.

2. INTERPRETATION:

In the interpretation of the Agreement, unless the context requires otherwise:

- (i) The headings herein are used for convenience only and shall not affect the construction of this Agreement.
- (ii) The references to Annexure and Schedule are references respectively to the Annexure to this Agreement.
- (iii) The reference to the singular includes reference to plural and vice versa.
- (iv) The reference to any gender includes a reference to all other genders.
- (v) The term “including” shall mean “including without limitation”
- (vi) The term “month” shall mean “calendar month”

3. NON-EXCLUSIVE RIGHT:

On the basis of the representations, warranties and undertakings given by the Operator and subject to the Operator paying the Monthly License Fees, PMPL hereby grants Non-Exclusive Right to the Operator to receive the signals of the Subscribed Channels through the Equipment directly from designated satellites and retransmit the signals of such Subscribed Channels through its digital Addressable System to the Subscribers (either directly or through the local cable operators) in a securely encrypted manner during the Term (both to be done at the Operator’s sole cost and expense), subject to the Operator complying with all the terms and conditions as set out in this Agreement. The Operator hereby specifically understands and acknowledges that the Operator shall not have the right to upgrade the standard definition feed of the Subscribed Channels to high definition feed (by using any technology now available or which may become available in future) at the time of re-transmitting the Subscribed Channels through its Digital Addressable Systems. The Operator further understands and agrees that mere possession of the Equipment and/or access to the signals of the Channels/Subscribed Channels does not entitle the Operator to receive and/or retransmit the signals of the Channels/Subscribed Channels and/or use the Equipment in any other manner whatsoever. All distribution rights not specifically and expressly granted to the Operator under this Agreement, including without limitation, PPV, NVOD, SVOD, VOD, personal computer, mobile telephony, or any technology now available or which may become available in future, are reserved by PMPL.

4. OBLIGATION OF THE OPERATOR:

- (i) The Operator shall, at its own costs and expenses, receive the Subscribed Channels from designated satellites and retransmit the Subscribed Channels to the Subscribers through its Digital Addressable System, either directly or through local cable operators.

~~(ii) The Operator shall offer each of the Subscribed Channels to the~~

Subscribers on a-la-carte basis and declare the DRP per month for each of the Subscribed Channel. The Operator shall ensure that the DRPs per month of the Subscribed Channel does not exceed the MRPs per month of the Subscribed Channel.

- (iii) It shall be obligatory for the Operator to place the Subscribed Channels in its Electronic Programming Guide (EPG) in such a way that the Subscribed Channels of the same genre, as declared by PMPL, are placed together consecutively and one channel shall be placed in one place only. The Operator shall also ensure that the channel of the same language within the genre is also place consecutively in the Electronic programming guide. The Operator shall assign unique channel number for each of the Subscribed Channels. Subject to exceptions permissible under Applicable Laws, the Operator shall not change the unique

channel number, once assigned, for a period of one (1) year. The Licensee shall indicate the MRP of each of the Subscribed Channels in the EPG with the Indian rupee sign.

- (iv) The Operator shall raise monthly invoices on the Subscribers towards subscription of the channels (from amongst the Subscribed Channels) and the Operator shall collect such invoiced monthly fees from the Subscribers.
- (v) Irrespective of the Operator's collection of the invoiced monthly amounts from the Subscribers, the Operator shall pay the Monthly License Fees to PMPL, in a timely manner.
- (vi) The Operator shall ensure retransmission of high quality encrypted signal of the Subscribed Channels to the Subscribers.
- (vii) The Operator shall take all necessary action to prevent unauthorized access of the Subscribed Channels through its Digital Addressable System and shall regularly provide to PMPL with updated piracy reports.
- (viii) The Operator shall ensure that no Subscribed Channel shall be disadvantaged or otherwise treated less favourably by Operator with respect to competing channels on a genre basis.
- (ix) The Operator undertakes not to acquire or merge and/or make available the signals of the Channel(s) through its Distribution System to any other distributor of television channels, having outstanding arrears payable to PMPL, without PMPL's prior written consent. PMPL reserves the right to withhold such consent, at its sole discretion, till such time the outstanding amounts payable by such distributor of television channels is either settled by the distributor of television channels or the Operator.

5. EQUIPMENT:

- (i) PMPL shall, supply or cause to be supplied the Equipment to the Operator, directly or through suppliers nominated by PMPL. The Equipment shall at all times remain the sole and exclusive property of PMPL.
- (ii) If the Operator merges or amalgamate with another Cable Operator or ceases to operate its Digital Addressable Systems, the Equipment supplied by PMPL to the Operator shall be returned forthwith to PMPL. If the Equipment is damaged due to negligence of the Operator, PMPL shall be authorized to recover the actual repair cost from the Operator and if the Equipment is beyond repair, the Operator shall be liable to pay to PMPL the cost of such Equipment as on the date it was supplied to the Operator.
- (iii) In order to take back possession of the Equipment from the Operator, the

Operator shall ensure that the personnel/representative of PMPL is allowed free and unobstructed access to the premises of the Operator where the Equipment are installed, and the Operator shall not interfere with such procedure.

6. ADDITIONAL CHARGES FOR THE EQUIPMENT:

- (i) At the time of supplying the Equipment to the Operator, PMPL may, as per the PMPL policy, require the Operator to make the following payments against delivery of the Equipment:
 - a. **Processing Fee:** PMPL may require the Operator to pay one-time non-refundable processing fee towards the Equipment for each Subscribed Channel.
 - b. **Courier/Taxes:** The Operator shall pay the courier charges, octroi, taxes and other applicable levies and transportation charges for the Equipment.

- c. **Refundable Security Deposit:** PMPL may require the Operator to pay an amount of Rs. 2,500/-, or such amount as may be determined by PMPL from time to time, for each digital satellite receivers/integrated receiver decoder provided by PMPL to the Operator under this Agreement. Such refundable security deposit amount shall be refunded by PMPL to the Operator upon expiry or earlier termination of the Agreement, subject to the Operator returning the digital satellite receivers/ integrated receiver decoder in perfect working condition (reasonable wear and tear acceptable) and also subject to PMPL setting off the refundable security deposit amount, or part thereof, with any amount receivable by PMPL from the Operator on such date of expiry or termination of the Agreement.
- (ii) The abovementioned charges shall be levied on a one-time basis during the Term for each of the Subscribed Channels or for any new channel introduced by PMPL and subscribed for by the Operator. It is expressly agreed between the Parties that if within one (1) month of the request made, the Operator does not intimate PMPL of the receipt or non-receipt of the Equipment then it will be deemed that the Operator has received the Equipment.

7. DELIVERY AND SECURITY:

The Subscribed Channels must be delivered by the Operator to the Subscribers in a securely encrypted manner without any alterations. The transmission specifications and infrastructure allocated by the Operator in respect of the broadcast signal of the PMPL's Channels by the Operator to its Subscribers shall be no worse than that of the cable signal of any other channel within the same genre on its digital Addressable System. PMPL has the right to alter any or all of the respective Subscribed Channel(s), including the name(s) of such Subscribed Channel(s) and the programming exhibited on such Subscribed Channel(s).

8. MONTHLY LICENSE FEES & PAYMENT TERMS:

- (i) The Maximum Retail Prices of the Subscribed Channels are specified in Annexure B and Annexure B-1 of this Agreement. The Operator shall be entitled to a distribution margin of 20% on the Maximum Retail Prices of the Subscribed Channels. Additionally, subject to the Operator availing the Incentive Scheme and fulfilling terms and conditions applicable thereof, the Operator may avail discounts on the Maximum Retail Prices of the Subscribed Channel. For avoidance of doubt, it is hereby clarified that the Incentive Scheme(s) is optional and the Operator is under no obligation to opt for any of the abovementioned Incentive Scheme(s) to avail the Channel(s) For each month or part thereof during the Term of the Agreement, the Operator shall pay to PMPL the Monthly License Fees which shall be the Rate multiplied by the Monthly Average Subscriber Level.

- (ii) The a-la-carte "Rate" per Subscriber is set out in **Annexure B** to this Agreement. The rates mentioned in the Annexure to this Agreement, as referred to above, are exclusive of all taxes and levies.
- (iii) The Monthly License Fees shall be paid monthly in arrears within 15 (Fifteen) days of receipt of invoice raised on the basis of report of the Operator by PMPL without any deduction except deduction of withholding tax/TDS as provided in this Agreement.
- (iv) Within 7 (seven) days of end of each month, the Operator shall provide opening, closing and average number of Subscribers for that month, based on which PMPL shall raise an invoice on the Operator. In case the Operator fails to provide the report within the prescribed said period of Seven (7) days, PMPL shall have the right to raise a provisional invoice and the Operator shall be under obligation to pay the Monthly License Fees on the basis of such provisional invoice in accordance with the terms of this clause. However, the provisional invoice shall be for an amount not more than the Monthly License Fees payable by the Operator for the immediately preceding month. On receipt of the report from the

Operator, the parties would conduct reconciliation between the provisional invoice raised by PMPL and the report sent by the Operator. The Operator understands and acknowledges that non-receipt of dispatched invoices from PMPL shall not relieve the Operator from its obligation to make the payments of the Monthly License Fees within the Due Date (as defined below). In the event the Operator does not receive the invoice for a particular month by the 15th day of such month, then the Operator shall promptly intimate PMPL about the same and request for issuance of duplicate invoice. All such communication shall mandatorily be addressed/ marked to the attention of Chief Financial Officer of PMPL.

- (v) The Operator shall be required to pay to PMPL the Monthly License Fee within Fifteen (15) days of the Operator's receipt of the invoice / provisional invoice / the 7th day from the expiry of the concerned month, whichever is earlier ("Due Date").
- (vi) Failure on the Operator's part to make applicable payment within the applicable Due Date shall constitute a material breach on part of the Operator hereunder entitling PMPL to initiate applicable legal proceedings under Applicable Laws against the Operator at the entire risk of the Operator as to costs and expenses. Late payments shall also attract interest calculated from the date payment was due until the date payment is made in full at a pro rata monthly at the rate of 18% (eighteen percent) per annum. The imposition and collection of interest on late payments does not constitute a waiver of the Operator's obligation to pay the Monthly License Fees by the Due Date, and PMPL shall retain all of its other rights and remedies under the Agreement.
- (vii) All Monthly License Fees hereunder are exclusive of all applicable indirect taxes including all and any Goods & Service Tax, VAT, works contract taxes, customs duties, excise duties, entertainment taxes and other such taxes. All such taxes shall be at the Operator's cost and will be charged at the prevailing rates by PMPL to the Operator.
- (viii) If payment of the Monthly License Fees is subject to deduction of any withholding tax/TDS in accordance with the provisions of the Indian Income Tax Act 1961, as amended, the Operator shall provide tax withholding certificates to PMPL within such period as has been specified in the Income Tax Act / Rules / Notifications / Circulars issued there under.
- (ix) The Monthly License Fees shall be paid by the Operator to PMPL in Indian Rupees by demand draft/pay order/cheque drawn in favour of "**PARSHAVNATH MEDIA PRIVATE LIMITED**", unless instructed otherwise in writing by PMPL. No cash payments shall be made by the Operator towards the Monthly License Fees or any other dues whatsoever. However, in the event an instrument issued by the operator is

dishonoured or not approved or returned due to any reason whatsoever, without prejudice to the rights available to PMPL under law, the operator shall be liable to pay an amount of not less than Rs.500/- for each of the dishonoured, disapproved or rejected Instrument.

- (x) If, pursuant to mutual agreement between PMPL and the Operator, debit note or credit note is to be issued by PMPL for an already invoiced period to adjust any differential amount, such debit note, or credit note shall be issued by PMPL post calculation of such differential amount. Debit notes issued by PMPL shall be paid by the Operator immediately upon its receipt (receipt through e-mail specifically permitted). All other provisions under the Agreement as regards interest on late payment shall apply to such differential amounts receivable by PMPL.
- (xi) Any amount due and payable by the Operator to PMPL under any previous agreement/arrangement between PMPL and the Operator shall be paid by the operator to PMPL within 30 days of the execution of this Agreement, failing which PMPL reserves the right to terminate this Agreement and deactivate/disconnect the signals of the Subscribed Channels.

9. REVISION OF RATES/MONTHLY LICENSE FEES:

- (i) The Monthly License Fees payable by the Operator to PMPL shall automatically be revised if during the Term a revision of the a-la-carte rates mentioned in **Annexure B** as well as **Annexure B-1** of the Agreement (“**Tariffs**”), of any Subscribed Channels is brought about pursuant to any new regulations/orders stipulated by the TRAI/MIB or any other quasi-judicial or judicial authority and such revised Tariffs shall apply from the date such revision is notified by such authority; and/or
- (ii) PMPL reserves the right to revise the Monthly License Fees if during the Term there is addition/deletion in the Subscribed Channels.

10. REPLACEMENT/CONVERSION OF CHANNEL:

- (i) PMPL shall have the right to add any channel to the list of Channels and to grant the distribution rights to the Operator in respect of the new channel. If any channel is removed, replaced or added to the list of Channels, the Monthly License Fees payable shall be proportionately adjusted. For avoidance of doubt it is hereby clarified that PMPL shall use its best commercial endeavours to provide reasonable notice to the Operator with respect to removal or replacement of the Subscribed Channels, provided however that failure to provide any such notice to the Operator shall not be deemed a breach of PMPL’s obligations hereunder. Additionally, the Operator hereby undertakes not to involve PMPL and indemnify PMPL from any claim/damage/legal proceedings that may be brought against the Operator by any of the Subscriber on account of such Removed Channels (with or without prior notification) and/or increase, if any, in the subscription rates that the Operator may choose to levy on the Subscriber.
- (ii) It is hereby clarified for the avoidance of doubt that amongst the Channels/Subscribed Channels, if any free-to-air channel is converted as a pay channel or if any pay channel is converted into a free-to-air channel, as applicable, the Monthly License Fees payable shall be proportionately adjusted.

11. ANTI PIRACY:

- (i) In order to prevent theft, piracy, unauthorized retransmissions, redistribution or exhibition, copying or duplication of any Channel, in whole or in part (hereinafter collectively referred to as “Piracy”), the Operator shall, prior to the commencement of the Term of the Agreement and at all times during such Term, employ, maintain, and enforce fully effective conditional access delivery and content protection and security systems, and related physical security and operational procedures (hereinafter collectively referred to as “Security Systems”) and security specifications as are set forth this Agreement and/or as may be specified,

in a non-discriminatory manner in writing, from time to time, by PMPL. The Operator granting access to the Subscribed Channels to subscribers outside the Area through its digital Addressable System shall tantamount to the Operator allowing unauthorized access to the Subscribed Channels.

- (ii) To ensure the Operator's ongoing compliance with the security requirements set out in the Agreement, PMPL may require technical audits ("Technical Audit(s)") conducted by an independent security technology auditor ("Technical Auditor"), approved by PMPL in writing not more than twice a year during the Term, at PMPL's cost and expense. If the results of any Technical Audits are not found to be satisfactory by either the Operator or PMPL, then PMPL shall work with the Operator in resolving such issues in the next Fourteen (14) business days. If a solution is not reached at by then, PMPL may, in its sole discretion, suspend the Operator's right to distribute the Subscribed Channels or take other actions as provided under the Agreement, until such systems, procedures and security measures have been corrected to PMPL's satisfaction. The Operator shall bear the cost and expense

of any subsequent Technical Audit to verify that the systems, procedures and security measures have been corrected by the Operator to PMPL's satisfaction.

- (iii) The Operator shall deploy finger printing mechanisms to detect any piracy, violation of copyright and unauthorized viewing of the Channels, distributed/transmitted through its Digital Addressable System at least every 10 minutes on 24 x 7 x 365 (6) basis.
- (iv) The Operator shall not authorize, cause or suffer any portion of any of the Channels to be recorded, duplicated, cablecast, exhibited or otherwise used for any purpose other than for distribution by the Operator at the time the Channels are made available. If the Operator becomes aware that any unauthorized third party is recording, duplicating, cable casting, exhibiting or otherwise using any or all of the Channels for any other purpose, the Operator shall within 10 minutes of so becoming aware of such recording, duplicating, cable casting, exhibiting or otherwise using any or all of the Channels for any other purpose, notify PMPL and the Operator shall also switch off the concerned STB to prevent such unauthorized use. However, use of a STB with personal video recorder / digital video recorder facility which has been supplied by the Operator shall not be treated as unauthorized use, as long as such STB is used in accordance with the terms and conditions of the subscription agreement between the Operator and the Subscriber.
- (v) If so instructed by Information (as defined below) by PMPL, the Operator shall shut off or de-authorize the transmission to any unauthorized subscriber/ subscriber indulging in piracy, within 10 minutes from the time it receives such instruction from PMPL. Any communication under this clause shall be considered as valid Information only if (i) the information is sent through e-mail in a format as mutually agreed by the Parties and (ii) the information is sent by a person(s) who is designated to send such information. However, the "Information" may even be provided by PMPL's representatives through other means of communications such as telephonic message, fax, etc. and the said "Information" shall later be confirmed by PMPL through e-mail and the Operator shall be under obligation to act upon such information.
- (vi) PMPL plans to actively combat piracy of the Channels in the Territory and the Operator undertakes to work closely and provide all such assistance to PMPL as may be reasonably required by PMPL in that regard. The Operator shall, at its own expense, take all necessary steps to comply with obligations set forth in this agreement.

12. SUBSCRIBER REPORTS:

- (i) The Operator will maintain at its own expense a SMS which should be fully

integrated with the CAS.

- (ii) The Operator shall, within seven (7) days from the end of each calendar month, provide, in the format specified in **Schedule 3** of this Agreement, complete and accurate monthly subscriber report of the Subscribed Channels, to PMPL. If the Operator avails the Incentive Scheme, it shall, within seven (7) days from the end of each calendar month, additionally provide, in the format specified in **Schedule 3-A** of this Agreement, complete and accurate State / Union Territory wise monthly subscriber report of the Subscribed Channels, to PMPL.
- (iii) PMPL shall be entitled to disconnect the signals of the Subscribed Channels to the Operator's network, after giving three (3) weeks' notice to the Operator, if the Operator fails to provide the monthly subscriber report as per Clause 12(ii) above.
- (iv) Such reports shall specify all information required to calculate the Monthly Average Subscriber Level (including but not limited to the number of Subscribers for each of the

Subscribed Channel) and the Monthly License Fees payable to PMPL and shall be signed and attested by an officer of the Operator of a rank not less than Head of Department/Chief Financial Officer who shall certify that all information in the report is true and correct.

- (v) The Operator shall also include in its Subscriber Report comprehensive details of all incidents of piracy and signal theft involving its network, the names of perpetrators involved in such incidents, and any actions, including but not limited to the filing of police reports and lawsuits, taken against such perpetrators since the prior Subscriber Report. The obligation of the Operator to provide to PMPL the Subscriber Reports shall survive termination of the Agreement until PMPL receives the Subscriber Reports for each relevant month for which any Monthly License Fees is payable.

13. SUBSCRIBER MANAGEMENT SYSTEM:

The Operator will maintain throughout the Term and for twenty-four (24) months thereafter (or such longer period as required by law) sufficient records to enable PMPL to verify the Monthly Subscriber Reports supplied by the Operator, the payments due to PMPL hereunder and the Operator's compliance with PMPL's anti-piracy obligations as set out in Schedule 2 of this Agreement.

14. AUDIT:

- (i) The Operator shall, at its own cost, once in a calendar year, cause audit of its subscriber management system, conditional access system and other related systems by an auditor (mandatorily by TRAI empanelled auditor, if already empanelled), to verify that the monthly subscription reports made available by the Operator to PMPL are complete, true and correct and issue an audit report to this effect to PMPL. The audit report to include the details of (a) procedure/process followed by the Operator during the audit along with the month on month reconciliation statement between SMS & CAS for each of the Subscribed Channels (both a-la-carte and bouquet of pay channels), and (b) the justification for variance of the Subscribers if any. If such audit reveals that PMPL is entitled to additional license fees of 0.5% or more in any month(s), without prejudice to Clause 15(ii) below, PMPL shall raise revised invoice(s) for such month(s) and the Operator shall within ten (10) days of receipt of the revised invoice pay the differential amounts between the revised invoice(s) and the earlier invoice(s) together with interest at the rate of 18% per annum.
- (ii) In case, PMPL is not satisfied with the audit report received by the Operator under Clause 15(i) above or, if in the opinion of PMPL, the Addressable System being used by the Operator does not meet requirements specified in the Schedule A of this Agreement, PMPL may, after communicating the reasons in writing to the Operator, at its own cost, cause audit the subscriber management system, conditional access

system and other related systems of the Operator by an auditor (mandatorily by TRAI empanelled auditor, if already empanelled), not more than once in a calendar year. If such audit reveals that PMPL is entitled to additional license fees, the Operator shall raise revised invoice(s) for such month(s) and the Operator shall within ten (10) days of receipt of the revised invoice pay the differential amounts between the revised invoice(s) and the earlier invoice(s) together with interest at the rate of 18% per annum. Further, if such audit reveals that PMPL is entitled to additional license fees of 2% or more in any month(s), the costs of such audit shall be borne by the Operator. Further, the Operator shall also take necessary actions to avoid occurrence of such errors. Further, if the audit reveals that the Addressable System being used by the Operator does not meet the requirements of Schedule A of this Agreement, PMPL shall be entitled to disconnect the signals of subscribed channels to the Operator's network, after giving three (3) weeks' notice to the Operator. The Operator undertakes to offer necessary assistance to the auditor(s) so that audit can be completed in a time bound manner.

- (iii) The Operator shall be under a legal obligation to revert within seven (7) days ("Revert Period") after a request is received for audit from PMPL, so that the audit exercise can be undertaken at a date before end of fifteen (15) day period. If within 15 days if there is no response, then PMPL shall have the right to issue disconnection notice.
- (iv) In the event during the audit exercise if it is found that the Operator has not informed PMPL about any change/ replacement of his existing SMS / CAS system declared at the time of execution of the agreement or in case where the Operator has introduced and is making use of one or more SMS / CAS systems for which it has not declared true and correct subscribers count along with the choice of channels subscribed by the subscribers then in such an event PMPL shall at its discretion, charge for such additional subscribers attributable to such supplementary/ additional SMS / CAS systems with a penalty @ 2X times of the maximum retail price for such channels and or bouquet from the date of agreement. For example, if the undeclared number of subscribers is say 1000 and the MRP share of PMPL for this 1000 undeclared subscribers is Rs. X, then in such a scenario the Operator shall be liable to pay X multiplied by 2 times.
- (v) The Operator shall provide full cooperation to the empanelled auditors appointed by PMPL in order to carry out the audit including but not limited to granting unfettered, unqualified and unrestricted access to Operator's facilities and systems including but not limited to SMS, CAS, IT, billing, and other systems and providing documents as may be required by the auditors. The Operator shall have no objection to the auditors carrying or using their own equipment, systems including but not limited to laptops, software and hardware for conducting such audit and shall be provided with free ingress and egress from the premises wherein such audit is conducted. The Operator shall not refuse, oppose, or defeat data retrieval, data storage, or data analysis by the auditor at any stage during the audit. The auditor shall own and possess all working data. Further, the auditor shall be free to decide and devise the methodology and the manner for conducting the audit. The provisions contained in this Clause shall also apply to Technical Audits as stated in this agreement. Any breach by or on the part of the Operator with regard to the above covenants shall be construed as material breach of this Agreement.
- (vi) The Operator shall remain the sole owner and holder of all customer databases compiled by the Operator under the Agreement.
- (vii) The Operator will maintain at its own expense a SMS capable of, at a minimum:
 - a. maintaining a computerized customer database capable of recording adequate details of each Subscriber, including name, address, chosen method of payment and billing;

- b. administering subscriptions of Subscribers by producing and distributing contracts for new Subscribers and setting up and maintaining an infrastructure whereby Subscriber contracts are collected and recorded in the SMS database for ongoing administration;
- c. handling all ongoing administrative functions in relation to Subscribers, including, without limitation, billing and collection of subscription payments, credit control, sales enquiries and handling of complaints;
- d. administering payments of any commission fees from time to time payable to the Operator's authorized agents for the sale to Subscribers of the Packages;
- e. obtaining and distributing receivers and smartcards, if applicable, to Subscribers, and issue replacement smartcards from time to time in its discretion; and
- f. enable new Subscribers via the SMS over-the-air addressing system and disable defaulting Subscribers from time to time in its discretion.

- g. The Operator shall maintain all the relevant records including but not limited to the records pertaining to packaging, penetration, Logical Channel Numbers (LCN) of PMPL Channels along with sequential positioning thereof within the genre and shall submit the monthly report thereof in a stipulated format to PMPL.
- (viii) The audit rights of PMPL under Clause 15(i) of the Agreement shall survive for twenty-four (24) months post expiry/termination of this Agreement, meaning thereby that PMPL can exercise its audit rights prescribed in Clause 15(i) of the Agreement, for verifying the correctness of the Monthly Subscriber Reports supplied by the Operator for the Term, during any one of the 3 (three) years commencing from the Effective Date.

15. TERM & TERMINATION:

- (i) This Agreement shall be valid for the Term.
- (ii) Either Party has a right to terminate this Agreement by giving at least three (3) weeks' notice to the other Party clearly specifying the reasons for the proposed disconnection. It is clarified that the three (3) weeks shall start from the date of receiving of such notice by the other Party.
- (iii) The Operator shall inform the Subscribers of the proposed disconnection at least fifteen (15) days prior to the date of such disconnection through scrolls on the Subscribed Channels proposed to be disconnected.
- (iv) The Parties shall execute new agreement prior to the expiry of this Agreement. If the Parties fail to execute new interconnection agreement prior to expiry of this Agreement, PMPL shall disconnect the signals of the Subscribed Channels to the Operator's network, and the Operator shall, at least fifteen (15) days prior to the date of such proposed disconnection, through scrolls on the Subscribed Channels, inform the Subscribers of the date of expiry of this Agreement and the date of disconnection of the signals of the Subscribed Channels
- (v) PMPL's rights to terminate the Agreement shall be without prejudice to PMPL's legal and equitable rights to any claims under the Agreement, injunctive relief(s), damages, and other remedies available under Applicable Laws.
- (vi) The Operator hereby acknowledges that if signal of any Subscribed Channel, which was disconnected/deactivated for reason attributable to the Operator, needs to be reconnected, the Operator shall be liable to pay non-refundable re-activation fee of Rs. 500 per channel per re-activation, if PMPL so elects. Further, the Operator acknowledges that such re-

activation fee does not constitute a penalty.

16. CONSEQUENCES OF EXPIRY/TERMINATION:

- (i) Upon expiry/Termination of the Agreement:
 - a. PMPL shall disconnect/deactivate signals of the Subscribed Channels, and any agreement between the Parties for carriage of the Subscribed Channels on the Digital Addressable System of the Operator (“Allied Agreements”) shall automatically terminate.
 - b. The Operator shall forthwith pay the outstanding amounts under the Agreement to PMPL, failing which, without prejudice to PMPL’s rights to take appropriate legal action against the Operator, PMPL reserves the right to adjust such outstanding amounts from the amounts payable by PMPL to the Operator under the Allied Agreements.

- c. The Operator shall immediately return the Equipment of the Subscribed Channels to PMPL in good working condition failing which the Operator shall be liable to compensation/damages, equivalent to the Monthly License Fees last paid by the Operator, for each month of delay, on a pro-rata basis,
 - d. Each Party shall return to the other Party all documents, Confidential Information, and other material belonging to the other Party then in its possession; and
 - e. The Operator shall within Seven (7) days of the expiry/termination pay to PMPL all outstanding payments and/or other sums (including but not limited to cost/ charges/ fees/ damages/ claims for rendition of accounts, if any accrued hereunder or prior to the expiration/termination of this Agreement) that may be payable to PMPL under the Agreement as on the date of termination failing which, such outstanding amounts shall be payable together with interest at the rate of 18% (eighteen per cent) per annum computed from the period of such outstanding becoming due and payable until the date of payment of such outstaying, along with applicable interest, in full.
- (ii) Those provisions of this Agreement that are explicitly, or by their nature, are intended to survive termination or expiry of this Agreement shall survive termination or expiry of this Agreement.

17. REPRESENTATIONS AND WARRANTIES OF PMPL:

- (i) PMPL represents to the Operator that it has the requisite powers and authority to enter into the Agreement and to fully perform its obligations hereunder.
- (ii) PMPL represents and warrants that and PMPL shall be liable for the quality and nature of the contents on the Subscribed Channels and any disruption, discontinuance or interruption in the delivery of the Subscribed Channels to the Operator.
- (iii) Neither PMPL, nor its officers, directors, servants, agents or holding/ subsidiary companies shall be liable for any civil or criminal proceedings for any loss, damage, defamation or hurt caused to the sentiments of any person whatsoever by reason of the contents or scheduling of any programs shown on any Channel or any interference with the Operator's reception of any Channel forming part of the Subscribed Channels;
- (iv) PMPL shall not, under any circumstances, be liable for the performance of the Equipment for the Subscribed Channels.

18. REPRESENTATIONS, WARRANTIES & UNDERTAKINGS OF THE

OPERATOR

- (i) The Operator represents, warranties and undertakes the following to PMPL:
 - a. The Operator has requisite power and authority to enter into the Agreement and to fully perform its obligations hereunder.
 - b. By executing this Agreement, the Operator is not in breach of any of the provisions contained in any other agreement executed by the Operator with any third party.
 - c. The Operator has a valid and subsisting license from the applicable statutory authority which permits operation of its digital Addressable System and the Operator undertakes to keep such license valid and subsisting during the Term and provide a copy of the same to PMPL as and when called upon to do so by PMPL.

- d. The Operator shall abide, implement and ensure compliance to the TRAI Regulations relating to Digital Addressable Cable Systems, in particular the Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) Regulations, 2012, Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations, 2012 and the Consumers Complaint Redressal (Digital Addressable Cable TV Systems) Regulations, 2012 (as amended from time to time).
- e. The Operator undertakes that the Subscribed Channels shall not be disadvantaged or otherwise treated less favourably by the Operator in the packages offered to the Subscriber.
- f. The Operator has the capacity to carry the minimum requisite number of channels on its digital Addressable System, in terms of Applicable Laws.
- g. The Operator undertakes to carry all language feeds of the Subscribed Channels.
- h. The Operator undertakes to obtain requisite licenses from music societies and/or concerned authorities in India, if required, and shall be liable to pay any license fee and royalty in relation to such licenses.
- i. All the Execution Requirements provided by the Operator to PMPL are correct.
- j. The STBs, CAS and SMS shall comply with the Technical Specifications and the Operator agrees that the STBs, and their installed CAS microchip, used by the Subscribers shall prohibit use of digital outputs. In case PMPL finds that the digital Addressable System being used by the Operator does not meet the requirements specified in Schedule 1, it shall inform the Operator who shall get its digital Addressable System audited by M/s. Broadcast Engineering Consultants India Ltd., or any other authority as may be specified by the TRAI by direction from time to time, and obtain a certificate from such agency that its digital Addressable System meets the requirements specified in Schedule 1.
- k. The Operator shall provide the applicable Subscriber Reports and pay the applicable Monthly License Fees, together with applicable taxes, in a timely manner, failing which, the Operator shall be liable to pay applicable interest along with the due payment.
- l. The Operator shall not retransmit the Subscribed Channels via any medium other than its digital Addressable System.
- m. The Operator shall not distribute the Subscribed Channels to any

Commercial Subscribers for which one or more separate agreement(s) shall be executed between the Parties at rates applicable for Commercial Subscribers.

- n. The Operator shall maintain for the Subscribed Channels first-class signal transmission quality in accordance with the highest international industry standards, subject to PMPL delivering the signals of Subscribed Channels to the Operator of a quality sufficient to permit the Operator to reasonably comply with such standards. The Operator shall maintain a service availability (a service free from viewer discernible problems including, without limitation, video with no audio, audio with no video or significant signal distortion) that meets or exceeds 99.95% reliability per month (which represents service outages incurred by Subscribers not exceeding approximately 22 minutes per month) without any interruption or deviation from the daily transmission schedule, and shall immediately notify PMPL of any degradation to any of the Subscribed Channels“ signals

- o. The Operator undertakes to retransmit the signals of the Subscribed Channels in its entirety without (i) any cutting, editing, dubbing, scrolling or ticker tape, voice-over, sub titles, substituting or any other modification, alteration, addition, deletion or variation; and, (ii) replacing, modifying, deleting, imposing or superimposing of advertisements or otherwise tampering with the content of the Subscribed Channels.
- p. The Operator undertakes not to, either itself or through others, copy, tape or otherwise reproduce any part of the Subscribed Channels. The Operator further undertakes that it shall not copy or tape programs for resale or deal in any copied programs and shall immediately notify PMPL of any unauthorized copying, taping or use of any part of the Subscribed Channels and shall fully cooperate with all requests by PMPL to take such steps as are reasonable and appropriate to cause such activities to cease. It is understood that this shall not apply to the Subscribers using STBs with PVR/DVR facilities. However, the Operator undertakes & ensures that content stored in the DVR and/or external storage device should always be encrypted as a "Copy Protect" feature.
- q. The Operator shall not push content onto the STBs, there shall not be automatic advertisement skipping function and/or the Operator shall not create a virtual video- on-demand or other on demand service in respect of the Subscribed Channels.
- r. The Operator undertakes not to place the Subscribed Channels next to any pornographic or gambling channel.
- s. The Operator undertakes not to pledge, charge, encumber or in any way part with the possession of the Equipment without prior written permission of PMPL. Further, the Operator undertakes not to remove or shift or allow removing or shifting, the Equipment from the Installation Address detailed in the first page of this Agreement or allow anybody else to do the same, without prior written permission of PMPL and shall indemnify PMPL against any damage, destruction, theft or loss of the Equipment.
- t. The Operator undertakes not to modify, misuse or tamper with the Equipment including the seal (paper seal to prevent opening of the Equipment) or any signals emanating there from, in a manner that prevents the identification of the Equipment number or interferes with the signals emanating there from.
- u. The Operator undertakes to keep the Equipment in good and serviceable order and condition to the satisfaction of PMPL and bear all expenses for general repairs and maintenance of the same and it shall

immediately notify PMPL in the event of any mechanical/technical fault in the Equipment.

- v. The Operator undertakes to pay all duties, taxes, fees and other outgoings payable in respect of the Equipment as and when the same becomes due and payable and shall indemnify PMPL against any default or non-payments in this regard.
- w. Upon expiry/termination of the Agreement, the Operator undertakes to return to PMPL the Equipment in good working condition and pay to PMPL all outstanding payments that may be payable to PMPL under the Agreement on the date of termination.
- x. Upon change in the designated satellite of the Subscribed Channels, the Operator undertakes to make all necessary arrangements to ensure continued access to the Subscribed Channels at its own expense.
- y. The Operator undertakes to promptly intimate PMPL of any change in ownership or sale of the business/assets of the Operator.

- z. The Operator undertakes to keep accurate and complete records and accounts of billings of the Subscribers and make such records available to PMPL and/or its representatives for inspection/audit upon reasonable notice.
- aa. The Operator undertakes to provide all assistance to PMPL for conducting survey to determinate the actual subscriber base of the Operator. The Operator undertakes to furnish and submit to PMPL all information and/or documents as may be required by PMPL from the Operator from time to time.
- bb. Whenever any of the Channels are launched in high definition format, the Operator shall arrange for distribution of the high definition format signals of the applicable channels through its digital Addressable System, however, subject to separate commercial arrangement between the Parties.
- cc. The Operator undertakes to comply with the Applicable Laws.

19. ADVERTISING AND PROMOTIONS:

- (i) PMPL grants to the Operator the non-exclusive right during the Term to use the PMPL Marks solely in connection with the marketing and promotion of the Subscribed Channels and in a manner, that has been pre-approved by PMPL.
- (ii) The Operator undertakes to give:
 - a. an equivalent amount of marketing support for the Channels as it provides to other channels of the same genre;
 - b. similar treatment to all Channels in all advertising material whereby Channel logos and/or names appear with the logos and names of other channels in terms of size and prominence and page taking into consideration context; and
 - c. Equal opportunity to the Channels for participation in events and promotions that the Operator undertakes subject to commercial agreement for each event.

20. INTELLECTUAL PROPERTY RIGHTS:

- (i) It is expressly agreed and understood that the Operator shall not acquire any ownership or other rights with respect to the Subscribed Channels, other than those expressly provided in this Agreement.
- (ii) All Intellectual Property related to the Subscribed Channels shall belong

exclusively to PMPL. The Operator shall not acquire any proprietary or other rights in the Intellectual Property to which PMPL or its associates or subsidiaries assert proprietary or other rights, which PMPL may notify the Operator from time to time in writing and agrees not to use the Intellectual Property in any corporate or trade name. The Operator may use the Intellectual Property solely for the purpose of advertising and promoting the Subscribed Channels only with the prior written consent of PMPL. Marketing materials generated by the Operator may refer to the Intellectual Property only if it is clear that such Intellectual Property represent trademarks or service marks for the Subscribed Channels, which are distributed by the Operator. Such marketing materials shall require the prior written approval of PMPL. The Operator shall not acquire any proprietary or other rights over the PMPL Marks and agrees not to use PMPL Marks without prior written consent of PMPL. Unless notified to the contrary by PMPL, in all trade references, advertising, promotion and for all other purposes, the Subscribed Channels shall be referred to exclusively as designated herein or as otherwise designated by PMPL. To the extent any of such rights are

deemed to accrue to the Operator, the Operator agrees that such rights are the exclusive property of PMPL. PMPL reserves the right to inspect any such material at any time without prior notice. The Operator shall not use any Intellectual Property as part of a corporate name or of a trade name, register or use any name or mark which is the same as, or which contains or which, in the opinion of PMPL, resembles any of the Intellectual Property. The Operator shall include appropriate copyright and other legal notices as PMPL may require and shall promptly call to the attention of PMPL the use of any Intellectual Property, or of any names or marks that resemble any Intellectual Property by any third party in the Territory. The Operator shall within 10 days after termination of this Agreement return to PMPL or, at PMPL's request, destroy all material containing, and all material used for the purpose of printing or reproducing, any Intellectual Property or any other names or marks that in the opinion of PMPL are similar to any Intellectual Property, and shall transfer or cause to be transferred at no cost to PMPL (or its designee) all interest in and to any graphic representation created by or for the Operator of any Intellectual Property. To the extent permissible by law, the Operator hereby appoints PMPL its lawful attorney-in-fact irrevocably to carry out any legal action required to cancel any registration or application for registration obtained or made by the Operator for the Intellectual Property pertaining to PMPL/Service Provide and the Subscribed Channels as mentioned in this clause or to cause all of the Operator's interest in such registrations or application to be transferred to PMPL (or its designee), it being acknowledged that such power is a power coupled with an interest.

21. LIMITATION OF LIABILITY:

- (i) Notwithstanding anything to the contrary in this Agreement, to the maximum extent allowed under the applicable law, except where a Party is indemnified against third party claims, in no event shall any Party be liable for any incidental or consequential damages, whether foreseeable or not (including those arising from negligence), occasioned by any failure to perform or the breach of any obligation under this Agreement for any cause whatsoever.
- (ii) Any and all express and implied warranties, including, but not limited to, warranties of merchantability or fitness for any purpose or use, are expressly excluded and disclaimed by the Parties, except as specifically set forth herein.

22. CONFIDENTIALITY:

The Operator shall keep in strict confidence any Confidential Information received by it from PMPL and shall not disclose the same to any person, not being a party to this Agreement. The Operator shall also bind its employees, officers, advisors, associates, contractors, agents and other similar persons, to whom the

Confidential Information may be disclosed, to the obligations of such confidentiality. However, any disclosure of Confidential Information by the Operator to any of its employees, officers, advisors, associates, contractors, agents and other similar persons shall be strictly on a need to know basis. Confidential Information shall, at all times, remain the exclusive property of PMPL and the Operator shall not acquire any rights in the Confidential Information.

23. FORCE MAJEURE:

Neither Party shall be liable for any delay in performing or for failing to perform any or all of its obligations under this Agreement resulting from force majeure conditions including satellite failure, satellite jamming, occurrence of an event over which the affected Party has no control, etc., which may affect the retransmission of signals of any of the Subscribed Channels to the Operator/ Subscribers. In the event of a suspension of any obligation under this clause, which extends beyond a period of one (1) month, the Party not affected, may at its option, elect to cancel those aspects of this Agreement.

24. NO AGENCY:

Neither Party shall be or hold itself as the agent of the other under the Agreement. No Subscribers shall be deemed to have any privity of contract or direct contractual or other relationship with PMPL by virtue of this Agreement or by PMPL's delivery of the Subscribed Channels to the Operator. This Agreement between PMPL and the Operator is on principal to principal basis and is terminable in nature.

25. NO WAIVER:

The failure of either Party to resist, in any one or more instance, upon performance of any of the provisions of this Agreement or to enforce any such provisions or the relinquishment of any such rights, shall not make such provisions/rights obsolete and such provisions/rights shall continue and remain in full force and effect. No single or partial exercise by either Party of any right or remedy shall preclude other future exercise thereof or the exercise of any other right or remedy. Waiver by any Party of any breach of any provisions of this Agreement (or the consequences of any such breach as provided for in this Agreement) must be in writing and signed by the Parties hereto and such waiver shall not constitute or be construed as a continuing waiver or as a waiver of any other breach of any other provisions of this Agreement.

26. ASSIGNMENT:

- (i) Notwithstanding anything contained in the Agreement, the Operator shall not have the right, without the prior written consent of PMPL, to assign or transfer the Agreement or any of its rights or obligations hereunder to any third Party. Upon any breach, whether actual, potential or threatened, of this clause, the Operator shall be deemed to be unauthorized to retransmit the signals of the Subscribed Channels, as the case may be, and in material breach of this Agreement which shall entitle PMPL to terminate the Agreement and deactivate/disconnect the signals of the Subscribed Channels and take any other measures as may be lawfully appropriate.
- (ii) PMPL may, at any time, assign the Agreement including, without limitation, its rights and obligations hereunder, either in whole, or in part, to any person or third party and such person or third party shall, to the extent of such assignment, be deemed to have the same rights and obligations as PMPL vis a vis the Operator. Such assignment by PMPL shall be effective on and from the date as communicated in writing by PMPL to the Operator.

27. INDEMNITY AND THIRD-PARTY CLAIMS:

- (i) The Parties shall forever keep and hold the other Party and such Party's subsidiaries, affiliated companies, officers, directors, employees and

agents fully indemnified and harmless against all liabilities, claims, costs, damages and expenses (including, without limitation, reasonable attorney's fees) resulting due to any of the defaulting Party's acts, omissions, misstatements, and representations, warranties, undertakings or otherwise set out hereunder or any of its obligations pursuant to the Agreement.

- (ii) Except as provided under the Agreement, neither Party shall have any rights against the other Party for claims by third persons or for non-operation of facilities or non-furnishing of the Subscribed Channels, if such non-operation or non-furnishing is due to failure of equipment, satellite action or natural calamity.
- (iii) PMPL makes no representations or warranty as to whether or not the Subscribed Channels or any of its content requires any governmental consent or approval or as to whether or not the Subscribed Channels complies with laws and regulations of any governmental and other authorities for its distribution. The Operator shall be responsible, at its sole cost and expense, for obtaining all necessary approvals, licenses and permissions, as may be

imposed or required by the government and other authorities, for the distribution of the Subscribed Channels by the Operator and maintaining those approvals, licenses and permissions throughout the Term.

- (iv) The Operator acknowledges and accepts that PMPL shall not be liable in any manner to the Operator or any third party as regards to any program content or alleged violations of any third-party rights, any law or any broadcast standards and practice guidelines, program codes or censorship guidelines contained in the Applicable Laws.
- (v) This clause shall survive termination of the Agreement.

28. SEVERABILITY:

If any provision of this Agreement becomes invalid, illegal or unenforceable, in whole or in part, the validity of the remainder provisions of this Agreement shall not be affected thereby, and the Parties shall agree to a valid substitute provision, which corresponds in its economic effect as closely as legally possible to the invalid or unenforceable provision which it replaces.

29. NOTICES:

All notices given hereunder shall be given in writing, by personal delivery, Speed Post or Registered Post A.D., at the correspondence address of the Operator and PMPL set forth in the Agreement, unless either Party at any time or times designates another address for itself by notifying the other Party thereof by Speed Post or Registered Post A.D. only, in which case all notices to such Party shall thereafter be given at its most recent address. Notice given by Registered Post A.D. shall be deemed delivered on the third day from the date of dispatch of such Registered Post A.D. All notices to PMPL shall be addressed in the attention of "Managing Director", PARSHAVNATH MEDIA PRIVATE LIMITED,. 2nd Floor..322, Hari Nagar, Ashram Chowk, New Delhi-110014, Delhi -India bearing PAN no- AAFCP4093E and GSTIN: 06AAFCP4093E1ZH.

30. GOVERNING LAW, JURISDICTION AND DISPUTE RESOLUTION:

Governing Law shall be the Indian Law and TDSAT, shall have exclusive jurisdiction in respect of any dispute between the Parties, arising out of or in connection with or as a result of the Agreement

31. ENTIRE UNDERSTANDING/MODIFICATIONS:

The Agreement along with its Schedules and Annexes contains the entire understanding between the Parties with respect to the subject matter covered herein. It supersedes all prior understandings between the Parties with respect to the subject matter hereof. Subject to any new regulations/orders stipulated by the TRAI/MIB or any order of the court/tribunal, any modification, variation,

alteration and amendment of the provisions of the Agreement shall be mutually agreed in writing and executed by and on behalf of the Parties.

IN WITNESS WHEREOF THE PARTIES HERETO HAVE AFFIXED THEIR RESPECTIVE HANDS AND SEAL ON THE DAY, MONTH AND YEAR FIRST ABOVE MENTIONED.

FOR THE FIRST PARTY

FOR THE SECOND PARTY

Name:
Designation:

Name:
Designation:

WITNESSES:

Name:
Address:

Name:
Address:

Schedule 1

Technical Specifications

Specifications for Set-Top-Boxes (STBs), Conditional Access System (CAS) & Subscribers Management System (SMS)

STB Requirements:

- 1) All the STBs should have embedded Conditional Access (CA).
- 2) The STB should be capable of decrypting the Conditional Access inserted by the Headend.
- 3) The STB should be capable of doing Finger printing. The STB should support both Entitlement Control Message (ECM) & Entitlement Management Message (EMM) based fingerprinting.
- 4) The STB should be individually addressable from the Headend.
- 5) The STB should be able to take the messaging from the Headend.
- 6) The messaging character length should be minimal 120 characters.
- 7) There should be provision for the global messaging, group messaging and the individual STB messaging.
- 8) The STB should have forced messaging capability.
- 9) The STB must be Bureau of Indian Standards (BIS) compliant.
- 10) There should be a system in place to secure content between decryption & decompression within the STB.
- 11) The STBs should be addressable over the air to facilitate Over the Air (OTA) software upgrade.
- 12) The STB should be compatible with covert Finger Printing.
- 13) The STB should carry the Channels' Finger Printing without masking or tampering, with respect to time location, duration and frequency.

Digital Set-Top-Box Requirements:

- 1) The HD Boxes shall be tamper resistant.
- 2) Security codes must be securely stored in the HD Box.
- 3) There should not be any testing points or interfaces in the HD Box provided to the Subscribers.
- 4) Security system in a HD Box or otherwise must have the capability to detect clone devices.
- 5) HD Box must enforce reasonable usage rules carried by the license.
- 6) The decryption and decoding processes must be integrated into a single process in the HD Box.
- 7) The video path from decryption to video outputs must be secured.
- 8) PVR content is protected. Any set top box or HD Box utilizing built-in PVRs shall employ an encryption system for the storage of material that binds the material to that particular set top box or HD Box.
- 9) HD Box shall have the ability to add finger printing in the video outputs (preferred to track clone/ compromised devices).
- 10) HD Boxes shall have:
 - a. CGMS/A capability for analogue outputs
 - b. HDCP capability for DVI and/or HDMI outputs; and

- c. DTCP capability for 1394, USB, Ethernet and/or other applicable outputs if provided.

Fingerprinting Requirements:

- 1) The finger printing should not be removable by pressing any key on the remote.
- 2) The Finger printing should be on the top most layer of the video.
- 3) The Finger printing should be such that it can identify the unique STB number or the unique Viewing Card (VC) number.
- 4) Finger printing should appear on all the screens of the STB, such as Menu, EPG etc.

- 5) The location of the Finger printing should be changeable from the Headend and should be random on the viewing device.
- 6) The Finger printing should be able to give the numbers of characters as to identify the unique STB and/ or the VC.
- 7) The Finger printing should be possible on global as well as on the individual STB basis.
- 8) The Overt finger printing and on screen display (OSD) messages of PMPL should be displayed without any alteration with regard to the time, location, duration and frequency.
- 9) No common interface Customer Premises Equipment (CPE) to be used.
- 10) The STB should have a provision that OSD is never disabled.
- 11) If any piracy is reported by PMPL, the Operator shall deactivate the STB and Viewing Card in 10 to 20 minutes of such reporting.

CAS & SMS Requirements:

- 1) The current version of the Conditional Access System should not have any history of the hacking
- 2) The fingerprinting should not get invalidated by use of any device or software.
- 3) The STB & VC should be paired from head-end to ensure security.
- 4) The SMS and CA should be integrated for activation and deactivation process from SMS to be simultaneously done through both the systems. Further, the CA system should be independently capable of generating log of all activations and deactivations.
- 5) The CA provisioning company should be known to have capability of upgrading the CA in case of a known incidence of the hacking.
- 6) The SMS & CAS should be capable of individually addressing subscribers, on a channel by channel and STB by STB basis.
- 7) The SMS should be computerized and capable to record the vital information and data concerning the subscribers such as:
 - a. Unique Customer Id
 - b. Subscription Contract no
 - c. Name of the subscriber
 - d. Billing Address
 - e. Installation Address
 - f. Landline no
 - g. Mobile No
 - h. Email-id
 - i. Service /Package subscribed to
 - j. Unique STB No
 - k. Unique VC No
- 8) The SMS and CAS should be able to undertake the:
 - a. Viewing and printing historical data in terms of the activations, deactivations, etc.
 - b. Location of each and every STB/VC unit
 - c. The SMS and CAS should be capable of giving the reporting at any

desired time about:

- i. The total no subscribers authorized
- ii. The total no of subscribers on the network
- iii. The total no of subscribers subscribing to a particular service at any particular date
- iv. The details of channels opted by subscriber on a-la carte basis
- v. The package wise details of the channels in the package
- vi. The package wise subscriber numbers
- vii. The ageing of the subscriber on the particular channel or package
- viii. The history of all the above-mentioned data for the period of the last 2 years

- 9) The SMS and CAS should be able to handle at least one million concurrent subscribers on the system.
- 10) Both CA & SMS systems should be of reputed organization and should have been currently in use by other pay television services that have an aggregate of at least one million subscribers in the global pay TV market.
- 11) The CAS system provider should be able to provide monthly log of the activations on a particular channel or on the particular package.
- 12) The SMS should be able to generate itemized billing such as content cost, rental of the equipments, taxes etc.,
- 13) The CA & SMS system suppliers should have the technical capability in India to be able to maintain the system on 24x7 basis throughout the year.
- 14) CAS & SMS should have provision to tag and blacklist VC numbers and STB numbers that have been involved in piracy in the past to ensure that the VC or the STB cannot be re- deployed.
- 15) The Operator shall provide a copy of its CAS & SMS certification from the Authorized vendor of such CAS & SMS service.
- 16) Upon request by PMPL, the Operator shall put its water mark logo on Subscribed Channels.
- 17) The Operator shall co-operate and co-ordinate with PMPL's anti-piracy team to curb the piracy of Channels in its network or piracy of channels being done using the signals of the Operator. If required, the Operator shall also accompany the PMPL anti-piracy team to jointly investigate and take appropriate action to curb piracy.

Schedule 2

OPERATOR'S ANTI-PIRACY OBLIGATIONS

1. General

- 1.1. Operator shall take all necessary actions to prevent any unauthorized access to the Channels/Subscribed Channels through its digital Addressable System.

2. Conditional Access and other systems

- 2.1. Operator shall ensure that the Subscribed Channels are broadcast in an encrypted form and in a form capable of Fingerprinting.

2.2. Operator represents and warrants that: (a) both the CAS and SMS shall be of a reputed organisation and are currently being used by other pay television services that have, in aggregate, at least 1 million subscribers in the global pay television market; (b) none of the current versions of the CAS have been hacked; (c) to the best of its knowledge, there are no devices or software available anywhere in the world that is capable of hacking or invalidating the Fingerprinting technology; and (d) both its CAS and SMS shall be integrated and any activation/de-activation shall be processed simultaneously through both systems.

2.3. Operator agrees that it shall, at its sole cost, be responsible for ensuring the Subscribed Channels are distributed via a digital, encrypted format signal receivable only by its bona fide Subscribers.

2.4. All activations and deactivations shall be performed only through SMS and not CAS

3. Piracy, piracy reports and prevention

3.1. Each Party shall immediately notify the other Party if it ascertains or becomes aware that:

3.1.1. Any VC or STB is being located, supplied or sold outside the Area/Territory,

3.1.2. Any of the Channels are being viewed via a VC or STB by a third party that is not a Subscriber,

3.1.3. A VC is being used for viewing the Channels anywhere other than the registered address of a Subscriber, or

3.1.4. A VC and/or STB is being used by a cable operator or other distributor to distribute any of the Channels (each, a "Piracy Event").

3.2. If PMPL or Operator becomes aware of a Piracy Event Then Operator shall take all necessary steps to prevent or to stop such unauthorized or illegal use of the Channels or signals thereof.

3.2.1. In the event PMPL decides to take legal or other action against any infringing party committing or causing any Piracy Event, Operator shall provide all reasonable assistance to PMPL to prevent or combat such Piracy Event.

3.2.2. If Operator wishes at its cost to take legal or other action of any kind against any party alleged to be infringing a right of PMPL, where PMPL shall be one of the parties to such action, it shall notify PMPL in writing and seek PMPL's prior written consent. Where PMPL consents to Operator taking legal or other action on behalf of PMPL, Operator shall keep PMPL fully informed of the progress of such action. Operator shall not settle, attempt to settle or otherwise compromise the rights of PMPL or its affiliates without the prior written consent of PMPL.

3.3. Operator agrees to change or upgrade its CAS and/or SMS in the event the CAS is shown to be hacked.

3.4. Operator shall investigate and report to PMPL any detected incidents of copying, transmitting, exhibiting or other illegal use of the Channels/Subscribed Channels via a STB and/or VC, or any illegal or unauthorized distribution or use of the Equipment that enable access to the Channels/Subscribed Channels.

4. Scope and Scheduling of Audit - As per Annexure D

Schedule 3

STATE / UNION TERRITORY WISE SUBSCRIPTION REPORTS

Reported Month: _____ State / Union Territory: _____ Year: _____

A.1 Monthly subscription of the channel shall be arrived at, by averaging the number of subscribers subscribing the channel, recorded four times in a month, as provided in Table 1 below. The number of subscribers shall be recorded at any point of time between 19:00 hrs to 23:00 hrs of the day.

Table 1

If the Operator subscribes any of the Channel(s) on an a-la-carte basis and offers the same to the Subscribers on a-la-carte basis

| Sl. No | Name of The channel | Area / City / Town | Number of subscribers of the channel on 7th day of the month | Number of subscribers of the channel on 14th day of the month | Number of subscribers of the channel on 21st day of the month | Number of subscribers of the channel on 28th day of the month | Monthly Average Subscriber Level |
|--------|---------------------|--------------------|--|---|---|---|----------------------------------|
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8)=[(4)+(5)+(6)+(7)]/4 |
| | | | | | | | |
| | | | | | | | |

Table 1-A

INCENTIVE SUBSCRIPTION REPORTS

| Sl. No | Name of The channel | LCN No | LCN Rank | Primary Market | Subscribers of the Channel in the Primary Market | Subscribers of Operator in the Primary Market |
|--------|---------------------|--------|----------|----------------|--|---|
| | | | | | | |
| | | | | | | |

Note:

- Each set top box, located at a place indicated by the subscriber for receiving the subscribed broadcasting services from the Operator, shall constitute one subscriber.

2. The reports shall be generated in non-editable PDF format, with read only permissions.
3. The Active subscriber base of the Operator for the primary market for availing the LCN incentive for the month will be provided along with the monthly reports, duly certified.

Annexure I

Application for request of signals of Channels of PMPL (Refer sub-regulation (6) of regulation 10 of the Interconnection Regulations 2017)

1. Name of the MSO: _____
2. The name(s) of Owners/Directors/Partners of the MSO: _____
3. Registered Office address of MSO: _____

4. Complete Address for communication (with pin code): _____

5. Name of the contact person/ Authorized Representative (letter of authorization enclosed):

6. Telephone: _____
7. Email address: _____
8. Copy of certificate of registration/ permission/ license (Attach a Copy): _____
9. Details of Head-end, Conditional Access Systems (CAS) and Subscriber Management Systems (SMS) deployed by the MSO: _____
10. Details of the areas, corresponding States/ UTs and details of the Head-end from which the signals of television channels shall be distributed in such areas: _____

11. Area wise present subscriber base of the MSO: _____
12. List of Channel(s) for which signals of television channels are requested: _____
13. Service Tax registration number/Goods and Services Taxes ("GST") registration number:

14. Entertainment Tax Number: _____
15. PAN No. (Attach a copy): _____
16. Are the CAS/ SMS in compliance with the regulations: YES/ NO _____
17. Copy of the report of the Auditor in compliance of the Schedule III of the Interconnection Regulations 2017 (if available) (Attach a Copy)

Place:
Date:

Signature

DECLARATION

I _____ s/o or d/o _____ (Owner/Proprietor/Partner
/Director/ Authorized Signatory), of _____ (Name of
MSO), do hereby declare that the details provided above are true and correct. I state

that the addressable systems installed for distribution of television channels meet the technical and other requirements specified in the Schedule III of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable System) Regulations 2017. The configuration and the version of the addressable system have not been changed after issuance of the report by the Auditor.

Signature

Place:
Date:
:

ANNEXURE A

THE CHANNELS AND GENRES

| CHANN EL | GENRE |
|-----------------------|------------------------------------|
| DANGAL KANNA DA | GENERAL ENTERTAINMENT (KANNADA) |

ANNEXURE B

A-LA-CARTE RATES PER SUBSCRIBER PER MONTH

| CHANN EL | A-LA-CARTE RATE (INR) |
|--|--------------------------|
| Standard Definition Channel | |
| DANGAL KANNA DA | Rs. 03/- |

***Distribution fee is 20% of MRP of subscribed channel**

*PMPL reserves the right to revise the MRPs of pay channels, subject to compliance with the Applicable Laws.

*PMPL reserves the right to offer promotion schemes on the pay channels from time to time at its own discretion. The frequency of such promotional scheme shall not exceed twice in a calendar year and the period of such promotional scheme shall not exceed ninety (90) days at a time. The prices of the a-la- carte pay channel(s) offered under such promotional scheme shall be considered as maximum retail price(s) during the period of such promotional scheme.

ANNEXURE B-2

INCENTIVE

SCHEME

If the Operator subscribes the Channel of PMPL and offers the same to the Subscribers on standalone basis or as part of any Operator Tier(s)/Package (s), the Operator shall be entitled to discount as per Table A below, subject to the following:

- a. If the channel is placed in the LCN slab as per Table A below, and
- b. if the constituent channel of reaches at least 80% of the Total Subscriber of the

Affiliate in the respective Primary Market for the purpose of LCN incentive as detailed in Annexure B.

It is hereby clarified that subject to compliance of the above para, the Operator shall be entitled to have flexibility of placing channel in the slab as mentioned in Table A. (e.g.: If the Operator deploys the channel in the Slab mentioned in Table A of the Incentive Plan, then the Operator will be entitled for discount on the basis of Slab rate as mentioned in Table A).

PMPL reserves the right to amend, modify, alter, change, substitute, withdraw, add any of the terms and conditions of any of the Incentive Schemes at its sole discretion. In addition, PMPL at sole discretion may amend the Incentive Scheme(s) in the event, during the Term, (i) PMPL launches a New Channel, or (ii) in case of a Removed Channel, or (iii) in case of a Converted Channel. For the avoidance of doubt, it is clarified that a reference to a New Channel in this Annexure and/ or the Agreement includes any additional channels (whether by way of a new launch, acquisition of any existing channel or otherwise), distributed by PMPL and/ or its current or future subsidiaries, and in such an event PMPL shall have the right to withdraw and/ or modify this Annexure and/ or the Incentives set out herein in its sole discretion.

Table A

LCN Rank Requirement and Incentive Scheme

| Particulars | Slab | Percentage Incentive | Competing Channels in same Genre |
|-------------|--------|----------------------|---|
| Incentive | 1 to 3 | 15% | Zee Kannada, Colors Kannada, Udaya Tv, Star Suvarna |

ANNEXURE B-3 CALCULATION OF MONTHLY LICENSE FEES* (ILLUSTRATIONS)

If the Operator subscribes Dangal Kannada on an a-la-carte basis and offers the same to the Subscribers on a-la- carte basis

| | | |
|---|---|----------------|
| MRP of Dangal Kannada | : | Rs. 3.00 |
| Less Distribution Margin @20% of MRP | : | Rs. 0.60 |
| PMPL's share of MRP | : | Rs. 2.40 |
| Assuming Monthly Average Subscriber Level | : | 10,000 Monthly |
| License Fee (payable to PMPL) | : | Rs. 24,000.00 |

INCENTIVE SCHEME AWAILED AND CONDITIONS ACHIEVED BY THE OPERATOR

If the Operator subscribes the Channel and offers the same to the Subscribers and satisfies the minimum reach in the primary market as mentioned above:

| | | |
|---|---|--------------|
| MRP of Dangal Kannada | : | Rs. 3.00 |
| Less LCN Incentive (15% on MRP) | : | Rs. 0.45 |
| Net MRP of Dangal Kannada | : | Rs. 2.55 |
| Less Distribution Margin @20% of MRP | : | Rs. 0.60 |
| PMPL's share of MRP | : | Rs. 1.95 |
| Assuming Monthly Average Subscriber Level | : | 10,000 |
| Monthly License Fee (payable to PMPL) | : | Rs. 19,500/- |

ANNEXURE C

EXECUTION

REQUIREMENTS

- (i) The Certificate of Incorporation/ Registration - certified by the Company Secretary /Director.

- (ii) Memorandum and Articles of Association of the company
- (iii) Board resolution certified by the Company Secretary/Director authorizing the signatory to sign the Agreement and any amendment and all related documents on behalf of the Company.
- (iv) Copy of Passport / Voters ID / PAN Card / Driving license for signature verification attested by the authorized signatory.
- (v) Photograph of the signatory.
- (vi) Copy each of DAS License, Service Tax Registration, TAN No., and Entertainment Tax Registration Number.
- (vii) Declaration Form from the Operator's CAS vendor as per enclosed format (refer Annexure C1).
- (viii) Declaration Form from the Operator's SMS vendor as per enclosed format (refer Annexure C2)
- (ix) Copy of CAS &SMS integration certificate specifying the date of integration.

ANNEXURE C1

[On the letterhead of CAS Vendor]

DECLARATION FORM TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s. _____, having its office at _____ and having its DAS headend at _____ has installed Conditional Access System (CAS) from our company for its digital cable network, a snapshot of which is provided below:

Date of CAS Installation:

CAS Version:

CAS ID:

NETWORK ID:

We hereby confirm that the above-mentioned CAS installed at above mentioned headend meets the digital addressable system requirements specified in Schedule 1 of the Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) Regulations, 2012 dated April 30, 2012 (as amended) including but not limited to the following:

1. The current version of CAS does not have any history of hacking.
2. We have the capability of upgrading of CAS in case of a known incidence of hacking.
3. The CAS is currently in use by other pay television services that have an aggregate of at least 1 million subscribers in the global pay TV market.
4. The CAS has the capacity to handle at least 1 million subscribers in the system.
5. This CAS is independently capable of generating log of all activations and deactivations.
6. We are able to provide monthly log of activations and deactivations on a particular channel or on a particular package / bouquet.
7. We have the technical capability in India to maintain this CAS system on 24x7 basis through the year.
8. This CAS has the provision to tag and blacklist VC numbers and STB numbers that have been involved in piracy in the past to ensure that the VC or the STB cannot be redeployed.
9. The CAS is capable of individually addressing subscribers on a channel by channel and STB by STB basis.
10. This CAS is capable of giving the reporting, at any desired time, amongst others, about the history of the data (including logs of all activations and deactivations) for the period of last 2 years for every channel and bouquet.

Please find enclosed sample log of all activations & deactivations of a particular channel generated from this CAS system.

Thanking you

For (CAS company name)

(Signature
Name:

Designation: (not less than a level of COO or
CEO or CTO) Encl: As above Company seal:

ANNEXURE C2

[On the letterhead of SMS

Vendor] DECLARATION

FORM

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s _____, having its office at _____
_____ and DAS headend at _____ has installed SMS
from our Company for its digital cable network, a snapshot of which is provided
below:

Date of SMS Installation: _____

SMS Version: _____

We hereby confirm that the above-mentioned SMS installed at above mentioned headend meets the digital addressable system requirements specified in Schedule 1 of the Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) Regulations, 2012 dated April 30, 2012 (as amended) including but not limited to the following:

1. The SMS is currently in use by other pay television services that have an aggregate of at least 1 million subscribers in the global pay TV market.
2. The SMS has the capacity to handle at least 1 million subscribers in the system.
3. We have the technical capability in India to be able to maintain their system on 24x7 basis through the year.
4. This SMS is independently capable of generating log of all activations and deactivations.
5. We are able to provide monthly log of activations and deactivations on a particular channel or on a particular package / bouquet.
6. This SMS has the provision to tag and blacklist VC numbers and STB numbers that have been involved in piracy in the past to ensure that the VC or the STB cannot be redeployed.
7. The SMS is capable of individually addressing subscribers, on a channel by channel and STB by STB basis.
8. This SMS is capable of giving the reporting, at any desired time, amongst others, about the history of the data (including logs of all activations and deactivations) for the period of last 2 years for every channel and bouquet

Please find enclosed sample log of all activations & deactivations of a particular channel generated from this SMS system.

Thanking you

For (SMS company

name) (Signature)

Name: _____

Designation: _____ (not less than a level of COO or CEO

or CTO) Encl: As above Company seal:

ANNEXURE D
Scope and Scheduling of Audit

- I. Scope: The annual Audit caused by Distributor shall include the Audit to validate compliance with this Schedule and the Subscription Audit, as provided for in these regulations.
- II. Scheduling: The annual Audit as caused by Distributor under regulation 15 (1) shall be scheduled in such a manner that there is a gap of at-least six months between the audits of two consecutive calendar years. Further, there should not be a gap of more than 18 months between audits of two consecutive calendar years

Addressable Systems Requirements

3. Conditional Access System (CAS) and Subscriber Management System (SMS):

- 3.1. The distributor of television channels shall ensure that the current version of the CAS, in use, do not have any history of hacking.
- 3.2. The SMS shall be independently capable of generating, recording, and maintaining logs, for the period of at least immediate preceding two consecutive years, corresponding to each command executed in the SMS including but not limited to activation and deactivation commands.
- 3.3. It shall not be possible to alter the data and logs recorded in the CAS and the SMS.
- 3.4. The distributor of television channels shall validate that the CAS, in use, do not have facility to activate and deactivate a Set Top Box (STB) directly from the CAS terminal. All activation and deactivation of STBs shall be done with the commands of the SMS.
- 3.5. The SMS and the CAS should be integrated in such a manner that activation and deactivation of STB happen simultaneously in both the systems.
- 3.6. The distributor of television channels shall validate that the CAS has the capability of upgrading STBs over-the-air (OTA), so that the connected STBs can be upgraded.
- 3.7. The fingerprinting should not get invalidated by use of any device or software.
- 3.8. The CAS and the SMS should be able to activate or deactivate services or STBs of at least Five percent (5%) of the subscriber base of the distributor within 24 hours.
- 3.9. The STB and Viewing Card (VC) shall be paired from the SMS to ensure security of the channel.
- 3.10. The CAS and SMS should be capable of individually addressing subscribers, for the purpose of generating the reports, on channel by channel and STB by STB basis
- 3.11. The SMS should be computerized and capable of recording the vital information and data concerning the subscribers such as:
 - 3.11.1. Unique customer identification (ID)
 - 3.11.2. Subscription contract number
 - 3.11.3. Name of the subscriber
 - 3.11.4. Billing address
 - 3.11.5. Installation address

- 3.11.6. Landline telephone number
- 3.11.7. Mobile telephone number
- 3.11.8. E-mail address
- 3.11.9. Channels, bouquets and services subscribed
- 3.11.10. Unique STB number
- 3.11.11. Unique VC number

- 3.12. The SMS should be capable of:
 - 3.12.1. Viewing and printing of historical data in terms of the activations and the deactivations of STBs
 - 3.12.2. Locating each and every STB and VC installed
 - 3.12.3. Generating historical data of changes in the subscriptions for each subscriber and the corresponding source of requests made by the subscriber.

- 3.13. The SMS should be capable of generating reports, at any desired time about
 - 3.13.1. The total number of registered subscribers

- 3.13.2. The total number of active subscribers
 - 3.13.3. The total number of temporary suspended subscribers
 - 3.13.4. The total number of deactivated subscribers
 - 3.13.5. List of blacklisted STBs in the system.
 - 3.13.6. Channel and bouquet wise monthly subscription report in the prescribed format.
 - 3.13.7. The names of the channels forming part of each bouquet.
 - 3.13.8. The total number of active subscribers subscribing to a particular channel or bouquet at a given time
 - 3.13.9. The name of a-la carte channel and bouquet subscribed by a subscriber.
 - 3.13.10. The ageing report for subscription of a particular channel or bouquet.
- 3.14. The CAS shall be independently capable of generating, recording, and maintaining logs, for the period of at least immediate preceding two consecutive years, corresponding to each command executed in the CAS including but not limited to activation and deactivation commands issued by the SMS
- 3.15. The CAS shall be able to tag and blacklist VC numbers and STB numbers that have been involved in piracy in the past to ensure that such VC or the STB cannot be re-deployed
- 3.16. It shall be possible to generate the following reports from the logs of the CAS:
- 3.16.1. STB-VC Pairing / De-Pairing
 - 3.16.2. STB Activation / De-activation
 - 3.16.3. Channels Assignment to STB
 - 3.16.4. Report of the activations or the deactivations of a particular channel for a given period.
- 3.17. The SMS shall be capable of generating bills for each subscriber with itemized details such as the number of channels subscribed, the network capacity fee for the channels subscribed, the rental amount for the customer premises equipment, charges for pay channel and bouquet of pay channels along with the list and retail price of corresponding pay channels and bouquet of pay channels, taxes etc
- 3.18. The distributor shall ensure that the CAS and SMS vendors have the technical capability in India to maintain the systems on 24x7 basis throughout the year.
- 3.19. The distributor of television channels shall declare the details of the CAS and the SMS deployed for distribution of channels. In case of deployment of any additional CAS/ SMS, the same should be notified to the broadcasters by the distributor
- 3.20. Upon deactivation of any subscriber from the SMS, all programme/ services shall be denied to that subscriber
- 3.21. The distributor of television channels shall preserve unedited data of the CAS and the SMS for at least two years

4. Fingerprinting

- 4.1. The Operator of television channels shall ensure that it has systems, processes and controls in place to run finger printing at regular intervals.
- 4.2. The STB should support both visible and covert types of finger printing,

provided that only the STB deployed after coming into effect of these Amendment regulations shall support the covert finger printing.

- 4.3. The fingerprinting should not get invalidated by use of any device or software.
- 4.4. The finger printing should not be removable by pressing any key on the remote of STB
- 4.5. The finger printing should be on the top most layer of the video
- 4.6. The finger printing should be such that it can identify the unique STB number or the unique VC number
- 4.7. The finger printing should appear on the screens in all scenarios, such as menu, Electronic Programme Guide (EPG), Settings, blank screen, and games etc.
- 4.8. The location, font colour and background colour of fingerprint should be changeable from head end and should be random on the viewing device

- 4.9. The finger printing should be able to give the numbers of characters as to identify the unique STB and/or the VC
- 4.10. The finger printing should be possible on global as well as on the individual STB basis
- 4.11. The overt finger printing should be displayed by the distributor of television channels without any alteration with regard to the time, location, duration and frequency
- 4.12. Scroll messaging should be only available in the lower part of the screen
- 4.13. The STB should have a provision that finger printing is never disabled
- 4.14. The watermarking network logo for all pay channels shall be inserted at encoder end only. Provided that only the encoders deployed after coming into effect of these Amendment regulations shall support watermarking network logo for all pay channels at the encoder end.

5. Set Top Box (STB):

- 5.1. All STBs should have a Conditional Access System
- 5.2. The STB should be capable of decrypting the Conditional Access messages inserted by the Head- end
- 5.3. The STB should be capable of doing finger printing. The STB should support both Entitlement Control Message (ECM) and Entitlement Management Message (EMM) based fingerprinting
- 5.4. The STB should be individually addressable from the Head-end.
- 5.5. The STB should be able to receive messages from the Head-end
- 5.6. The messaging character length should be minimal 120 characters
- 5.7. There should be provision for global messaging, group messaging and the individual STB messaging
- 5.8. The STB should have forced messaging capability including forced finger printing display
- 5.9. The STB must be compliant to the applicable Bureau of Indian Standards.
- 5.10. The STBs should be addressable over the air to facilitate OTA software upgrade
- 5.11. The STBs with facilities for recording the programs shall have a copy protection system