

ADVERTISING SPOT SALES AGREEMENT									
AD SALES PROPOSAL									
Company Name									
Address (select correct option)	Kochhar Jade (7th flr to 10th Flr), Plot No. SP 22, Thiru Vi Ka Industrial Estate, Guindy, Chennai - 600032								
GSTIN	33AACN1335QZEE								
PAN NO.	AAACN1335Q								
CIN	U72300MH1994PTC076485								
A. ADVERTISER PARTICULARS									
Advertiser's full name (including any suffix- "Ltd.", "Pvt. Ltd.", etc.)	ALAGHU BUILDMAART PRIVATE LIMITED								
Advertiser's address:	21,22, Cowly Brown Road Rs Puram, COIMBATORE, Coimbatore, Tamil Nadu, 641002								
GSTIN (Mandatory if this Agreement is with Advertiser and no Agency is involved)	33AASC1043J1ZR								
PAN No. (Mandatory if this Agreement is with Advertiser and no Agency is involved)	AASC1043J								
Advertiser's Contact:	Name:		Tel:						
Product:	Brand:	LAKSHMI CERAAMICS		Catgeory:	Construction Materials				
B. AGENCY PARTICULARS									
Agency's full name (including any suffix- "Ltd.", "Pvt. Ltd.", etc.)	Direct Client								
Agency's address:									
GSTIN (Mandatory)									
PAN No. (Mandatory)									
Agency Contact:	Name:		Tel:						
Agency Contact Person:	E-Mail:			Fax:					
C. Star India Private Limited ("Star") – Contact Person									
Name	Mahubub Ali								
Designation:	Assistant Manager - Sales	Email:	mahubub.ali@jiostar.com						
Notices:	sports.legal@jiostar.com, generalcounsel@jiostar.com								
D. CHANNEL(S):									
HHWEB + CTV - JIOHOTSTAR									
E. TERM OF THE AGREEMENT ("TERM")									
From 23rd march 2025 to 25th may 2025									
F. ADVERTISING – SPOT BOOKING									
On-Air Advertising:									
IPL 2025 Impressions Buy Handheld and Web - 14 CSK League matches + 4 PO's									
Platform	Classification	Type	Ad Unit	Targeting	Duration	No. of Matches	Total Impression	Pricing Unit	Cost INR cr.
JioHotstar - HHWeb	Video	Live + PPL	Mid Rolls	Tamil Nadu	10	18 (14 csk matches + 4 playoffs)	35,000,000	142.86	Total
Total									
* If Spots are sold on RODP basis, then in the column above, please specify RODP.									
G. CONSIDERATION*									
Total Consideration	₹5,00,000.00								
Invoicing/ Payment Terms	As per provisions of Standard Terms and Conditions (as applicable).								
* GST and/or other similar taxes and cesses as applicable shall be additional and shall be borne by the Advertiser/ Agency (as the case maybe).									
Other On-Air Advertising Commitments:									
Special Conditions									
IMPORTANT:									
1. This Ad Sales Proposal shall be governed and read together with the following documents (the documents, collectively "Standard Terms and Conditions":)									
a. For all digital inventory/entitlements, the Standard Terms and Conditions provided at https://ads.jiostar.com/advertising-services-agreement/ shall apply;									
b. For all TV inventory/entitlements, the Standard Terms and Conditions provided at https://www.jiostar.com/adsales/sports/ shall apply.									
The Ad Sales Proposal and relevant Standard Terms and Conditions (as applicable) shall collectively be referred to as "Agreement".									
The Advertiser and/or Agency hereby jointly and severally agree and accept that (a) this Ad Sales Proposal read with the applicable Standard Terms and Conditions, shall constitute a fully binding agreement between the Parties; and (b) they have gone through the Standard Terms and Conditions (as applicable) and acknowledge that all Advertisements under this Ad Sales Proposal shall at all times be governed by the same and that they shall abide by the same. In case the Advertiser/ Agency is not compliant with any of the applicable Standard Terms and Conditions, Company has the right to cancel/suspend/withdraw airing of the relevant inventory/entitlements and the Advertiser/ Agency shall be liable to make all payments without any demur or protest.									
2. Unless stated otherwise in the Ad Sales Proposal, this package does not entitle any participation by means of Entitlements, including Ad Impressions or sponsorship of any events, or any other packages that are not included in the proposal.									
3. Acceptance of the Ad Sales Proposal by means and modes of communication shall be construed as valid acceptance of the Ad Sales Proposal and the relevant Standard Terms and Conditions thereby forming a binding agreement between the Parties. Any act in furtherance or towards the performance of Ad Sales Proposal and/or the applicable Standard Terms and Conditions, for e.g. issuance of release order/deal grids by the Client or SIPL acting on such release order/deal grids, shall also be taken as deemed acceptance of this Agreement between the Parties. Objections, if any, must be brought to SIPL's attention within 1(One) week of the receipt of this document and SIPL's dispensation in response to each objection needs to be obtained in writing, failing which it shall be deemed that the original clause shall continue to be binding on the Parties.									
4. It is further clarified that if acceptance of this Agreement is communicated by the Agency on behalf of the Advertiser, such acceptance by the Agency shall constitute the Agency's warranty that it has full authority to accept this Agreement on behalf of the Advertiser and constitutes the Agency's agreement (on its own behalf) to indemnify Company against any breach of such warranty by the Agency, and any breach by the Advertiser of any of the terms and conditions of this Agreement. For the sake of clarity, the Agency shall be primarily liable to pay the Company and be the 'Recipient' of this service. On failure of the Agency to pay the Company, both the Agency and the Advertiser shall be jointly and severally liable to pay the Company.									
5. In case the Entitlements or any part thereof are revised then such revised Entitlements shall also be subject to the terms and conditions stated in the Agreement.									
6. In the event of any conflict between this Ad Sales Proposal and the applicable Standard Terms and Conditions, the Ad Sales Proposal shall prevail. Capitalized terms used herein and not otherwise defined shall have the meanings assigned to such terms in the relevant Standard Terms and Conditions. The Agreement shall supersede any and all other previous agreements in relation to the deal Entitlements, etc. stated in the annexures, representations, communications or promises and sets out the entire understanding between the Parties.									
Warm Regards,									
Star India Private Limited									