



**Through E-mail / Speed Post/Courier**

Date:26/03/2021

To,  
**SMART INDIA DIGITAL SERVICES,  
C-194, 4th FLR, Flat No.D-2, Main Road Brahampuri,Chauhan Banger  
Delhi East,East Delhi  
Delhi-110053**

**Customer ID: 124209**

**Kind Attention: Mr. Intizar Ali**

**Sub: Subscription License Agreement for period 06-Oct-2020 To 05-Oct-2021.**

Dear Sir / Ma'am,

Under the Subscription License Agreement, you had opted for Incentive Scheme. We are in receipt of the Qualifying Report(s) shared by you for the month of **FEB'2021.**

We have evaluated the Qualifying Report and as per the report/revised report submitted, you are eligible for Total incentive value of Rs. 29920.32 ( Rupees Twenty-Nine Thousand Nine Hundred Twenty And Thirty-Two Paise Only ).

Please find enclosed with this letter, a copy of the Incentive Annexure Reference no. 29494 The annexed incentive annexure has detailed summary workings of the incentive eligibility.

Please note that as per the mutually agreed terms under clause 3 of Annexure C of the Subscription License Agreement, you shall raise on us an invoice for the said amount or in case if you have already sent invoice for the above said period,please raise on us debit/credit for the differential amount within three (3) days of the receipt of this communication by you in order to enable us to pay you the said amount.

For **Star India Pvt. Ltd.**

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**(Authorized Signatory)**

**Incentive Eligibility Letter**

Customer ID	124209
DPO Name	SMART INDIA DIGITAL SERVICES
SAP Vendor Code	-
PO number	-
Corresponding Invoice Number	M04300006976
Incentive Month	FEB'2021

Target Market	Universe
Hindi Speaking Market (HSM)	3338
West Bengal	-
Maharashtra, Goa	-
NESA	-
Andhra Pradesh, Telangana	-
Karnataka	-
Tamil Nadu, Puducherry	-
Kerala, Lakshadweep	-

Document type	Corresponding Incentive Eligibility Letter Reference No.	Incentive amount (Rs.)
Original Incentive Eligibility Letter		0.00
Revised Incentive Eligibility Letter	29494	29,920.32
Differential		29,920.32

Market	Bouquet Penetration % Achieved	Eligible Incentive % for Bouquet Penetration	Lead Channel Penetration % Achieved	Eligible Incentive % for Lead Channel Penetration	Total Incentive % Eligible	Revenue for Respective Market (Rs.)	Incentive Amount for Respective Market (Rs.)
Hindi Speaking Market (HSM)	89.74	15.00	99.01	0.00	15.00	151,867.60	28,475.18
Total (SIPL Incentive)							28475.18
Total (DBIL Incentive)							1445.14
Total							29920.32