



Through E-mail / Speed Post/Courier

Date:26/03/2021

To,
**VK DIGITAL NETWORK PRIVATE LIMITED,
2nd Floor , No.41, Blue Valley,Nandidurga Main Road, Jayamahanl Extension
Bangalore,Bangalore
Karnataka-560046**

Customer ID: 124166

Kind Attention: Mr., M. Senthil Kumar

Sub: Subscription License Agreement for period 01-Oct-2020 To 30-Sep-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 **JAN'2021.**

We have evaluated the Qualifying Report and as per the report/revised report submitted, you are eligible for Total incentive value of Rs. 0.00 (Zero).

Please find enclosed with this letter, a copy of the Incentive Annexure Reference no.29497 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.**

(Authorized Signatory)

Incentive Eligibility Letter

| | |
|------------------------------|------------------------------------|
| Customer ID | 124166 |
| DPO Name | VK DIGITAL NETWORK PRIVATE LIMITED |
| SAP Vendor Code | 10011207 |
| PO number | - |
| Corresponding Invoice Number | M03300004506 |
| Incentive Month | JAN'2021 |

| Target Market | Universe |
|---------------------------------|----------|
| Hindi Speaking Market (HSM) | - |
| West Bengal | - |
| Maharashtra, Goa | - |
| NESA, Andaman & Nicobar Islands | - |
| Andhra Pradesh, Telangana | - |
| Karnataka | 95207 |
| Tamil Nadu, Puducherry | - |
| Kerala, Lakshadweep | - |
| Metro Cities | 307874 |

| Document type | Corresponding Incentive Eligibility Letter Reference No. | Incentive amount (Rs.) |
|---------------------------------------|--|------------------------|
| Original Incentive Eligibility Letter | | 0.00 |
| Revised Incentive Eligibility Letter | 29497 | 0.00 |
| Differential | | 0.00 |

| Market | Lead Channel Penetration % achieved | Lead Incentive condition Met | Bouquet Penetration % achieved | Total Incentive % Eligible | Revenue for Respective Market (Rs.) | Incentive Amount for Respective Market (Rs.) |
|--------------------------|-------------------------------------|------------------------------|--------------------------------|----------------------------|-------------------------------------|--|
| Karnataka | 82.60 | YES | 57.13 | 0 | 2,463,448.88 | 0.00 |
| Metro Cities | 88.32 | YES | 100.00 | 0 | 1,091,362.08 | 0.00 |
| Total (Part A Incentive) | | | | | | 0.00 |
| Total (Part B Incentive) | | | | | | 0.00 |
| Total | | | | | | 0.00 |