



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

Date:30/03/2021

To,  
**THAMIZHAGA CABLE TV COMMUNICATION PVT LTD,  
No. 9A/5, Club Road,Chetpet  
Chennai City North,Chennai  
Tamil Nadu-600031**

**Customer ID: 111881**

**Kind Attention: Mr. I. NAGAMANICKAM**

**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 **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. 16381782.04 ( Rupees One Crore Sixty-Three Lakh Eighty-One Thousand Seven Hundred Eighty-Two And Four Paise Only ).

Please find enclosed with this letter, a copy of the Incentive Annexure Reference no.29560 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	111881
DPO Name	THAMIZHAGA CABLE TV COMMUNICATION PVT LTD
SAP Vendor Code	10008098
PO number	-
Corresponding Invoice Number	M03300004650
Incentive Month	FEB'2021

Target Market	Universe
Hindi Speaking Market (HSM)	-
West Bengal	-
Maharashtra, Goa	-
NESA, Andaman & Nicobar Islands	-
Andhra Pradesh, Telangana	-
Karnataka	-
Tamil Nadu, Puducherry	2682269
Kerala, Lakshadweep	-
Metro Cities	-

Document type	Corresponding Incentive Eligibility Letter Reference No.	Incentive amount (Rs.)
Original Incentive Eligibility Letter		0.00
Revised Incentive Eligibility Letter	29560	16,381,782.04
Differential		16,381,782.04

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.)
Tamil Nadu, Puducherry	95.43	YES	87.82	15	65,514,878.97	12,284,039.81
Total (Part A Incentive)						12284039.81
Total (Part B Incentive)						4097742.23
Total						16381782.04