



Through E-mail / Speed Post/Courier

Date:30/03/2021

To,
**M K MEDIA SERVICES,
NEW KUMBAR GALLI WARD NO-3,KAVALLI BUILDING SOLAPUR ROAD VIJAYPURA
Bijapur,Bijapur(Kar)
Karnataka-586103**

Customer ID: 124243

Kind Attention: Mr., Anil Kumar Yadrami

Sub: Subscription License Agreement for period 14-Dec-2019 To 31-Mar-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. 759088.31 (Rupees Seven Lakh Fifty-Nine Thousand Eighty-Eight And Thirty-One Paise Only).

Please find enclosed with this letter, a copy of the Incentive Annexure Reference no. 29558 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	124243
DPO Name	M K MEDIA SERVICES
SAP Vendor Code	10011128
PO number	-
Corresponding Invoice Number	M03300004640
Incentive Month	FEB'2021

Target Market	Universe
Hindi Speaking Market (HSM)	-
West Bengal	-
Maharashtra, Goa	-
NESA	-
Andhra Pradesh, Telangana	-
Karnataka	111690
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	29558	759,088.31
Differential		759,088.31

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.)
Karnataka	90.37	7.50	90.34	7.50	15.00	4,048,471.00	759,088.31
Total (SIPL Incentive)							759088.31
Total (DBIL Incentive)							0.00
Total							759088.31